

## 2009 Online and Print Rates



### 1 Month Online Banner Sponsorship

Includes a regional banner ad on every page of the Regional site.

#### Regional Site Size:

728x90	\$ 1,000
468x60	\$ 850
120x600	\$ 695
300x250	\$ 615

### Ad Material Requirements

- Ads must be supplied in a suitable electronic form.
- Proof prints must be supplied with ads.
- Color proof required for color ads.
- Digital files may be sent in by disk or with special permission, email.
- Macintosh or PC compatible files are acceptable.
- All digital image files must be supplied at 300 dpi at actual size in EPS, TIFF or PDF formats (with fonts embedded).
- Programs supported are QuarkXpress, Adobe Photoshop and Adobe Illustrator.

Page	1x	4x	7x	12x	24x
<b>Black &amp; White</b>					
Full	1,940	1,750	1,595	1,455	1,315
2/3	1,445	1,305	1,185	1,080	985
1/2	1,185	1,070	980	920	800
1/3	890	770	715	670	600
1/4	730	670	625	575	485
<b>Two Color*</b>					
Full	2,180	1,990	1,835	1,695	1,555
2/3	1,685	1,545	1,425	1,320	1,225
1/2	1,425	1,310	1,220	1,160	1,040
1/3	1,130	1,010	955	910	840
1/4	970	910	865	815	725
*Black plus one color					
<b>Four Color</b>					
Full	2,490	2,300	2,145	2,005	1,865
2/3	1,995	1,855	1,735	1,630	1,535
1/2	1,735	1,620	1,530	1,470	1,350
1/3	1,440	1,320	1,265	1,220	1,150
1/4	1,280	1,220	1,175	1,125	1,035

Premium Positions	Additional Cost
Inside Front Cover	15%
Page 1	15%
(Inside Front Cover and Page 1 can be bought together as a spread or separately)	
Page 2 or 3	10%
Page 4 or 5	10%
Page 6 or 7	10%
Page 8 or 9	10%
Second Spread	10%
Center Spread	10%
Inside Back Cover	15%
Outside Back Cover	20%

Ad Sizes	Inches
Trim size	8 1/8 w X 10 7/8 h
Page bleed	8 3/8 w X 11 1/8 h
Page non-bleed	7 w X 10 h
2/3 page vertical	4 1/2 w X 10 h
1/2 page horizontal	7 w X 4 7/8 h
1/3 page square	4 1/2 w X 4 7/8 h
1/3 page vertical	2 1/8 w X 10 h
1/3 page horizontal	7 w X 3 3/8 h
1/4 page	3 3/8 w X 4 7/8 h

