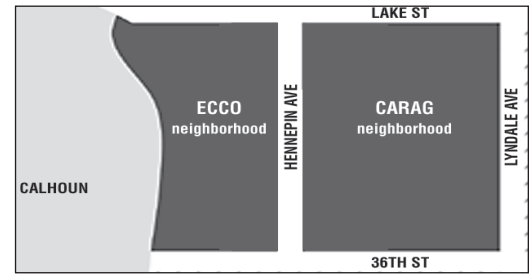


Uptown

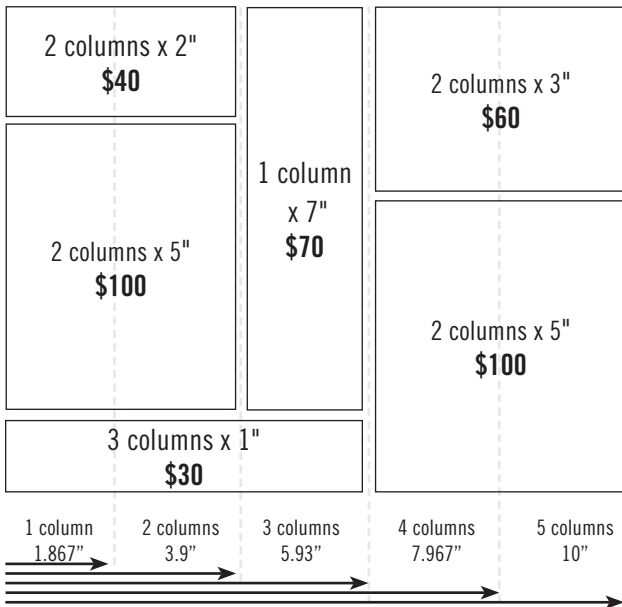
NEIGHBORHOOD NEWS

ADVERTISING RATE SHEET



SAVE 5% off 3 insertions
SAVE 10% off 6 insertions
SAVE 15% off 12 insertions

Full Page Ad – **\$600**
 Half Page Ad – **\$350**
 Quarter Page Ad – **\$200**
 Business Card Dimensions Ad (3.9" w x 2.25" h) – **\$45**
 Classified ads: **40¢ per word, 10-word minimum**



Distribution date:
 Ad deadline:
 Ad rate:

Near the 1st of each month
 The 17th of each month
\$10.00 per column inch, except for the standard sizes noted in the diagram.

Inserts:
 Circulation:
 Distributed to:

\$50 per thousand
 5,100
 ECCO/CARAG Neighborhoods
 Residential and business. Hand delivered to each household.

Acceptable
 File Formats:

We prefer high-resolution PDF. Also acceptable: Illustrator EPS with fonts turned to outlines. JPEG or TIFF (200 dpi). Do not use knockout text on 4-color images. Use only postscript fonts. PDF files made from Microsoft Publisher or Word are unacceptable. Questions? Contact us.
susanhagler@earthlink.net

Email ad to:

Contact:

Susan Hagler
susanhagler@earthlink.net
(612) 825-7780

COLOR
(Yes, the reason your eye went right here)
color charges per month (no discounts)

Business card	\$30
1/8-1/4 page	\$50
1/2 page	\$75
Full page	\$100

Figure ad dimensions by choosing a width, then go down the grid to find the ad height.
 Ads can be made to any custom size: \$10.00 per column inch (number of columns x inches deep = column inches)

Insertion Rates:	1 time	3 times (save 5%)	6 times (save 10%)	12 times (save 15%)	5 col. (10" w) X	4 col. (7.967" w) X	3 col. (5.93" w) X	2 col. (3.9" w) X	1 col. (1.867" w) X
FULL PAGE	\$600.00	\$570.00	\$540.00	\$510.00	16" h				
HALF PAGE	\$350.00	\$332.50	\$315.00	\$297.50	8" h	10" h	13.5" h		
1/4 PAGE	\$200.00	\$190.00	\$180.00	\$170.00	4" h	5" h	6.75" h	10.75" h	
1/6 PAGE	\$130.00		\$117.00	\$110.50	2.625" h	3.375" h	4.5" h	6.875" h	14.375" h
1/8 PAGE	\$100.00		\$90.00	\$85.00	2" h	2.5" h	3.375" h	5.125" h	10.75" h
BUSINESS CARD	\$45.00		\$40.50	\$38.25				2.25" h	

Ads may be any height, between 1" and 16". Ads must fit to column widths. We will resize ad copy that does not fit the newspaper's column widths to the next widest width and a proportionate height unless requested by the Advertiser to size to a different column width. The rate for the advertisement is based on the resizing.