

# Display Advertising Rates & Specifications

Rates effective October 17, 2011

PLACEMENT	52X	39X	26X	20X	13X	7X	4X	1X
Center Spread	\$2,384	\$2,534	\$2,727	\$2,806	\$2,953	\$3,155	\$3,410	\$3,819
1/2 Center Spread	1,299	1,392	1,513	1,571	1,667	1,800	1,961	2,214
Back Page	1,626	1,721	1,851	1,906	2,007	2,144	2,311	2,689
Full Page	1,295	1,384	1,481	1,526	1,604	1,716	1,852	2,150
3/4 Page	1,008	1,073	1,141	1,189	1,234	1,336	1,443	1,676
Island	784	835	900	930	963	1,041	1,125	1,305
1/2 Page	710	756	813	837	881	948	1,017	1,181
1/3 Page	542	576	622	645	668	720	777	902
1/4 Page	368	391	421	435	458	487	528	611
3/16 Page	279	299	321	333	348	382	401	466
1/8 Page	189	204	217	227	239	257	272	315

RATES ARE PER INSERTION

## MECHANICALS

	WIDTH	HEIGHT
Center Spread	21.75	12.5
1/2 Center Spread	21.75	6.0
Full Page	10.375	12.5
3/4 Page H	10.375	9.138
3/4 Page V	7.72	12.25
Island	7.72	9.138
1/2 Page H	10.375	6.0
1/2 Page V	5.062	12.25
1/3 Page H	7.72	6.0
1/3 Page V	5.062	9.138
1/4 Page Square	5.062	6.0
1/4 Page H	10.375	2.875
1/4 Page V	2.4	12.25
3/16 Page H	7.72	2.875
3/16 page V	2.4	9.138
1/8 Page H	5.062	2.875
1/8 Page V	2.4	6.0

## DISCOUNTS

- 15% discount for digital files supplied by a recognized agency. (10% for providing camera-ready ad plus 5% for placement = 15% agency discount.)\*  
*\*If an agency does not provide an ad camera-ready, then their discount is 5% for placement only.*
- 15% non-profit discount. No other discounts apply
- 10% camera ready discount
- 30% pick-up discount on additional ads run within the same publication. Copy and size may be changed. Pick-up ads must be camera-ready. No other discounts apply to pick-up ad.

## COLOR (each ad per frequency)

Two-color (one plus black).....\$100  
 Full color (CMYK).....\$175  
 50% off color on second page of double truck.  
 No bleeds available.

## ADVERTISING DEADLINES

### Space reservation:

Friday at noon, ten days prior to publication date.

### Ad copy/materials deadline:

Friday at noon, ten days prior to publication date.

### Camera ready/electronic file deadline:

Monday at 5 pm, seven days prior to publication date.

## ADVERTISING CANCELLATIONS

Ads cancelled after deadline are charged 25% of the space investment.

## PRODUCTION SPECS

**All ads must match** ad size specifications listed under mechanicals

**Resolution:** Newspaper images should be at least 200 dpi placed at 100% in the file.

**Digital Files:** are required and all files must be Macintosh compatible. Acceptable programs are Illustrator, Photoshop, InDesign, or Acrobat PDF.

**Sending Digital Files:** Please email all digital files to [cbj.creative@design@gmail.com](mailto:cbj.creative@design@gmail.com).

**Color:** Newspaper ads with more than one color must be made from 4-color process (CMYK.)

**Proof:** Must be provided with all ads.

## GENERAL INFORMATION

**Frequency Discounts:** Advertising must be inserted within one year of first insertion to earn frequency discounts. To qualify for a 52-time rate, insertion must run 52 consecutive issues. Frequency discounts will be given in advance only on contracts specifying units of space.

**Unfulfilled Contracts:** Unfulfilled contracts, or contracts cancelled by advertiser prior to completion will be short-rated at the highest applicable earned rate on current rate card in effect.

**Order Errors:** Oral agreements will not be binding on the publisher. Orders containing incorrect rate or conditions will be inserted and charged for in compliance with rates and conditions shown in this rate information. Such errors will be considered clerical only.

**Liability for Payment:** Publisher may hold advertiser and its agency jointly and severally liable for all sums due and payable to the publisher.

**Commission and Discount:** A 15% commission will be allowed for recognized agencies on display advertising 1/8 page or larger. Commissions will be allowed on all charges for space, color and position premiums. No commissions will be allowed on charges 60 days past due.

**Retention of Materials:** Materials will be retained up to one year following use unless return is requested.

**Publisher Approval:** All advertising must be approved by the publisher. Publisher may require the word "advertisement" to appear in any advertisement. Advertiser and his/her agency will indemnify, defend and hold harmless the publisher from any claim and all loss, expense or liability arising out of the publication of any advertising copy.

**Publisher Liability:** The liability of the publisher for any error or omission or delay for which it may be held legally responsible, shall in no event exceed the cost of the space paid for and occupied by such individual advertisement.

*Rates are subject to change quarterly.*



## First Time Advertiser Program

**You pay for the first 4 ads and the last 2 ads are FREE**

Ad size: 1/8 page  
 Ad rate for first 4 ads: \$272/per ad  
 Last 2 ads: **FREE**

Ad size: 3/16 page  
 Ad rate for first 4 ads: \$401/per ad  
 Last 2 ads: **FREE**

Ad size: 1/4 page  
 Ad rate for first 4 ads: \$528/per ad  
 Last 2 ads: **FREE**

### ADVERTISING DEADLINES:

Ads must run within an 8-week period

An advertiser can upgrade at any time and all ads will be applied to the new contract (must be at least a 13x contract)

### COLOR:

First ad is **FREE** spot color  
 Upgrade to full color for only **\$75**

### DISCOUNTS:

10% discount for camera-ready  
 15% discount for digital files supplied by a recognized agency  
 15% discount for non-profit agencies  
 No discount on color

\*Advertiser has not run within the last 13-months

## Unique ad units

Unique ad units:	1-3x	4-6x	7-12x	13+
Small L	\$825	\$735	\$675	\$650
2 Column L	1,100	980	915	850
Top Hat	1,440	1,250	1,185	1,110
3 Column L	1,500	1,400	1,300	1,200

All ads include full color

### DISCOUNTS:

10% discount for camera-ready  
 15% discount for digital files supplied by a recognized agency  
 15% discount for non-profit agencies

## Front Page Labels

### Pricing Per Label

13+ labels	\$635
7-12 labels	\$705
4-6 labels	\$775
1-3 labels	\$845

### Mechanicals

Width Height  
 3.0" 3.0"  
 White semi-gloss or plain yellow bond  
 1-4 PMS colors (Process color not available)  
 Deadline: 15 business days prior to publication date



## Print & Deliver

INSERTS	1-3X	4-6X	7-12X	13+	Paper Stock
One Page (1 side) b/w	\$620	\$540	\$515	\$480	White
One Page (2 sided) b/w	775	675	640	600	
One Page (1 sided) full color	910	830	795	680	
One Page (2 sided) full color	960	880	845	730	
4-Page b/w	1145	945	930	840	
4-Page full color	1300	1280	1150	1055	
One Page (1 side) b/w	780	685	645	605	Astrobright
One page (2 sided) b/w	975	850	805	755	
4-Page b/w	1100	970	915	860	
One Page (1 side) b/w	715	625	590	555	Glossy
One page (2 sided) b/w	885	775	735	685	
One page (1 sided) full color	980	900	865	750	
One page (2 sided) full color	1115	930	895	780	
4-Page b/w	1345	1105	1085	985	
4-Page full color	1470	1320	1185	1080	

## Insertion Rates

INSERTS	1X	4X	7X	13X
One Page	\$230	\$205	\$195	\$160
4-8 Pages	265	260	225	205
12-16 Pages	445	415	375	325
20-24 Pages	625	570	525	445
28+	805	725	675	565

Minimum size 4" x 7.25", maximum size 11" x 11"  
 We do not accept brokered space inserts  
**Full run inserts only. Due to mailed distribution, no indicias on inserts**  
 Heavier inserts have additional charges