

2010 Display Advertising Rates

'Covering the Interests of Boomers in Western Montana'



2010 Ad Rates - prices stated are per month

Frequency:	12x a year	6x a year	3x a year	1x a year
<u>Size of ad:</u>				
Full Page	\$690.00	\$770.00	\$810.00	\$855.00
2/3 Page	\$463.00	\$515.00	\$541.00	\$570.00
1/2 Page	\$372.00	\$414.00	\$436.00	\$459.00
1/3 Page	\$283.00	\$315.00	\$332.00	\$349.00
1/4 Page	\$195.00	\$225.00	\$235.00	\$248.00
1/8th Page	\$100.00	\$115.00	\$120.00	\$125.00
1/16 Page	\$55.00	\$60.00	\$65.00	\$67.00

Deadlines

22nd of the Month Preceding Publication

Reserve your ad space early for best position

If you are unfamiliar with your sales representative, call 406.375.8580

Contracts

Pre-payment for ads is required until advertising contract with a credit application is signed and approved.

Column Inch Sizes:

1 col = 1.51" w

2 col = 3.2" w

3 col = 4.9" w

4 col = 6.6" w

5 col = 8.3" w

6 col = 10.0" w

Open Rate: \$11.00

Per Column Inch

Non-Profit Rate: -10%

(501C3 Required)

All annual contracts 1/4 page or larger include full color

All signed contracts include web link

Some contracts include a 'Banner Ad' or on our Web Home Page,

Call for details.

Ad Mechanicals

Full: 10" x 15.5"

1/2 Vertical: 4.9" x 15.5"

1/3 Vertical: 4.9" x 10"

1/4 Vertical: 4.9" x 7.5"

1/8th page: 4.9" x 3.75"

2/3 Page: 8.3" x 12.5"

1/2 Horizontal: 10" x 7.75"

1/3 Horizontal: 10" x 5.0"

1/4 Horizontal: 10" x 3.75"

1/16th Page: 4.9" x 2.0"

Circulation

- 8,000 copies distributed at over 200 rack locations in the Bitterroot and Missoula Valleys.

Advertising

- Guaranteed placement is subject to a 10% surcharge.
- Back Page ad is charged at 15% above Stated Display Advertising Rates.

Color

- Spot Color: \$75.00
- Four color process: \$125.00

Guidelines for Publication

- Documents should be actual size of the ad space reserved.
- Scan images for gray scale at 85 lpi
- CMYK at 180 lpi.
- Line art should be between 300 & 600 dpi.
- Include fonts and any artwork with Your document.
- When preparing Illustrator files use the 'Create Outlines' option to resolve any font issue.
- When sending an electronic file, call to see if we have received them.

File Format Options

- PDF files. Fonts must be embedded
- No RGB files~
- EPS files must have fonts embedded.
- TIFF and JPEG files accepted.
- Word document files accepted.
- Ad design utilizes Adobe Photoshop, Illustrator, InDesign, Acrobat, & ImageReady on PC-based platform
- Microsoft Publisher files not accepted via email unless accompanied by a Printed copy via mail or in person.