



1 Month Online Banner Sponsorship

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

Regional Site Size:

728x90	\$515
468x60	\$435
120x600	\$355
300x250	\$315

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
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Black & White

Full	1,565	1,415	1,275	1,145	1,035
2/3	1,295	1,170	1,060	955	855
1/2	980	890	800	730	655
1/3	785	710	635	575	525
1/4	650	590	535	480	435

Two Color*

Full	1,805	1,655	1,515	1,385	1,275
2/3	1,535	1,410	1,300	1,195	1,095
1/2	1,220	1,130	1,040	970	895
1/3	1,025	950	875	815	765
1/4	890	830	775	720	675

*Black plus one color

Four Color

Full	2,115	1,965	1,825	1,695	1,585
2/3	1,845	1,720	1,610	1,505	1,405
1/2	1,530	1,440	1,350	1,280	1,205
1/3	1,335	1,260	1,185	1,125	1,075
1/4	1,200	1,140	1,085	1,030	985

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

