

## Size and Rate

Size	Dimensions	Open \$20/ col. inch	13x \$17/ col. inch	26x \$15/ col. inch	39x \$13/ col. inch	52x \$11/ col. inch
<b>Full Page</b>	(5 col. x 16") - 10 x 16 in.	\$1,600	\$1,360	\$1,200	\$1,040	\$880
<b>Junior Page</b>	(4 col. x 12") - 7.95 x 12 in.	\$960	\$816	\$720	\$624	\$528
<b>1/2 Page Vertical</b>	(4 col. x 10") - 7.95 x 10 in.	\$800	\$680	\$600	\$520	\$440
<b>1/2 Page Horizontal</b>	(5 col. x 8") - 10 x 8 in.	\$800	\$680	\$600	\$520	\$440
<b>1/4 Page V</b>	(3 col. x 7") - 5.9 x 7 in.	\$420	\$357	\$315	\$273	\$231
<b>1/4 Page H</b>	(5 col. x 4") - 10" x 4 in.	\$400	\$340	\$300	\$260	\$220
<b>1/8 Page</b>	(2 col. x 5") - 3.85 x 5 in.	\$200	\$170	\$150	\$130	\$110
<b>1/10 Page</b>	(2 col. x 4") - 3.85 x 4 in.	\$160	\$136	\$120	\$104	\$88
<b>Large Card</b>	(2 col. x 3") - 3.85 x 3 in.	\$120	\$102	\$90	\$78	\$66
<b>Business Card</b>	(2 col. x 2") - 3.85 x 2 in.	\$80	\$68	\$60	\$52	\$44
<b>Vertical Card</b>	(1 col. x 3") - 1.8 x 3 in.	\$60	\$51	\$45	\$39	\$33

## Custom Ad Sizes

Custom ad sizes are available. There are some limitations. Just ask.

## Ad Design Services

Advertisers entering contracts receive free design services for one ad.

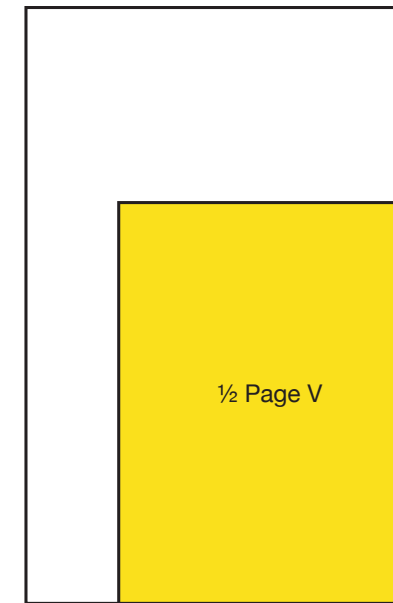
If you need help with additional ads or ad changes, let our talented design team make them for you. We charge \$75 per hour for design services. One hour is usually enough time to create one ad.

If you are supplying print ready ads you may change your ad design as frequently as you wish, as long as each ad meets our specs and is received according to each week's deadline for ads.

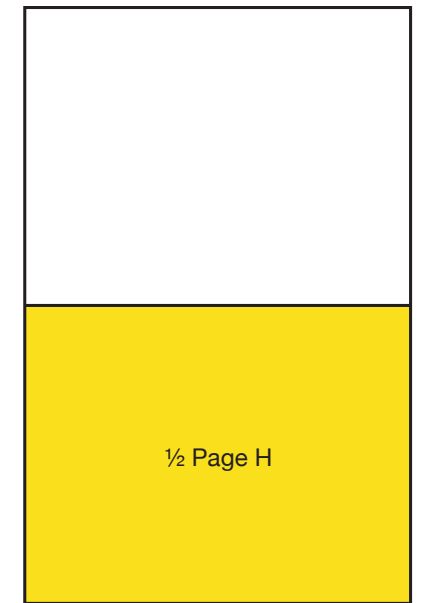
## File Specs



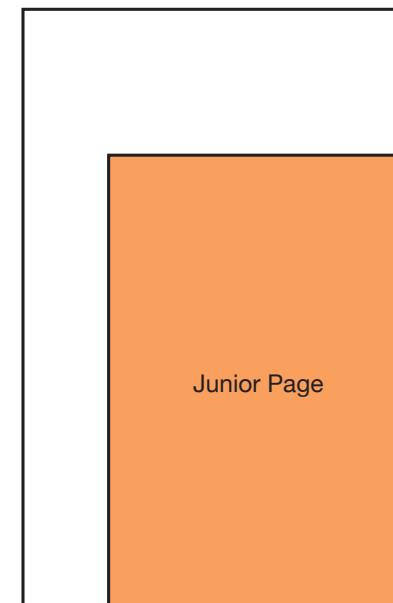
Full Page 10 x 16 in.



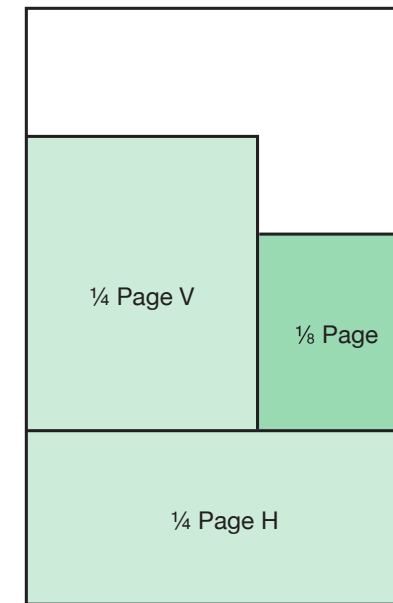
1/2 Page V 7.95 x 10 in.



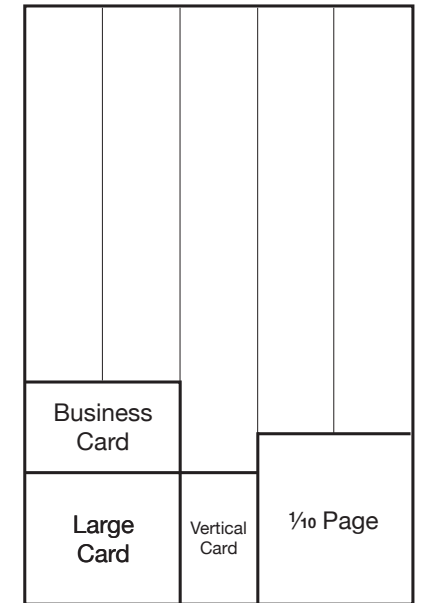
1/2 Page H 10 x 8 in.



3/5 Page 7.95 x 12 in.



1/4 V Page 5.9 x 7 in.  
1/4 H Page 10 x 4 in.  
1/8 Page 3.85 x 5 in.



Large Card 3.85 x 3 in.  
Business Card 3.85 x 2 in.  
Vertical Card 1.8 x 3 in.  
1/10 Page 3.85 x 4 in.

## File Formatting

Full color print-ready ads should be 300 DPI in CMYK color mode. Acceptable formats for print ads are PDF, TIF, or JPG. There are no bleeds.