

## Display Advertising

### Specs, Mechanical Requirements and Rates

<b>Ad Size</b>	<b>Width</b>	<b>Depth</b>	<b>1X Rate - Color</b>
Full page (bleed)	8-1/2"	11"	\$5,000
Full page (non bleed)	8"	10-1/2"	\$5,000
1/2 page vertical	4"	10-1/2"	\$3,000
1/2 page horizontal	10-1/2"	4"	\$3,000
1/4 page	4"	5-1/4"	\$1,500
Business Card	5"	3"	\$ 500

### File Submission:

PDF files, 300 dpi for image resolution. Embed all fonts and compress at Zip/Jpeg High. Downsample at 600 dpi. You may e-mail a PDF file (identify your materials) but you must send a proof. List contact number of file preparer.

If you have any questions please contact:

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Production Specialist

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