



1 Month Online Banner Sponsorship

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

Regional Site Size:

728x90	\$965
468x60	\$815
120x600	\$670
300x250	\$595

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
Black & White					
Full	1,630	1,470	1,330	1,195	1,085
2/3	1,335	1,200	1,085	975	880
1/2	1,010	915	825	745	675
1/3	805	735	660	600	545
1/4	680	620	565	510	460
Two Color*					
Full	1,870	1,710	1,570	1,435	1,325
2/3	1,575	1,440	1,325	1,215	1,120
1/2	1,250	1,155	1,065	985	915
1/3	1,045	975	900	840	785
1/4	920	860	805	750	700
*Black plus one color					
Four Color					
Full	2,180	2,020	1,880	1,745	1,635
2/3	1,885	1,750	1,635	1,525	1,430
1/2	1,560	1,465	1,375	1,295	1,225
1/3	1,355	1,285	1,210	1,150	1,095
1/4	1,230	1,170	1,115	1,060	1,010

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

