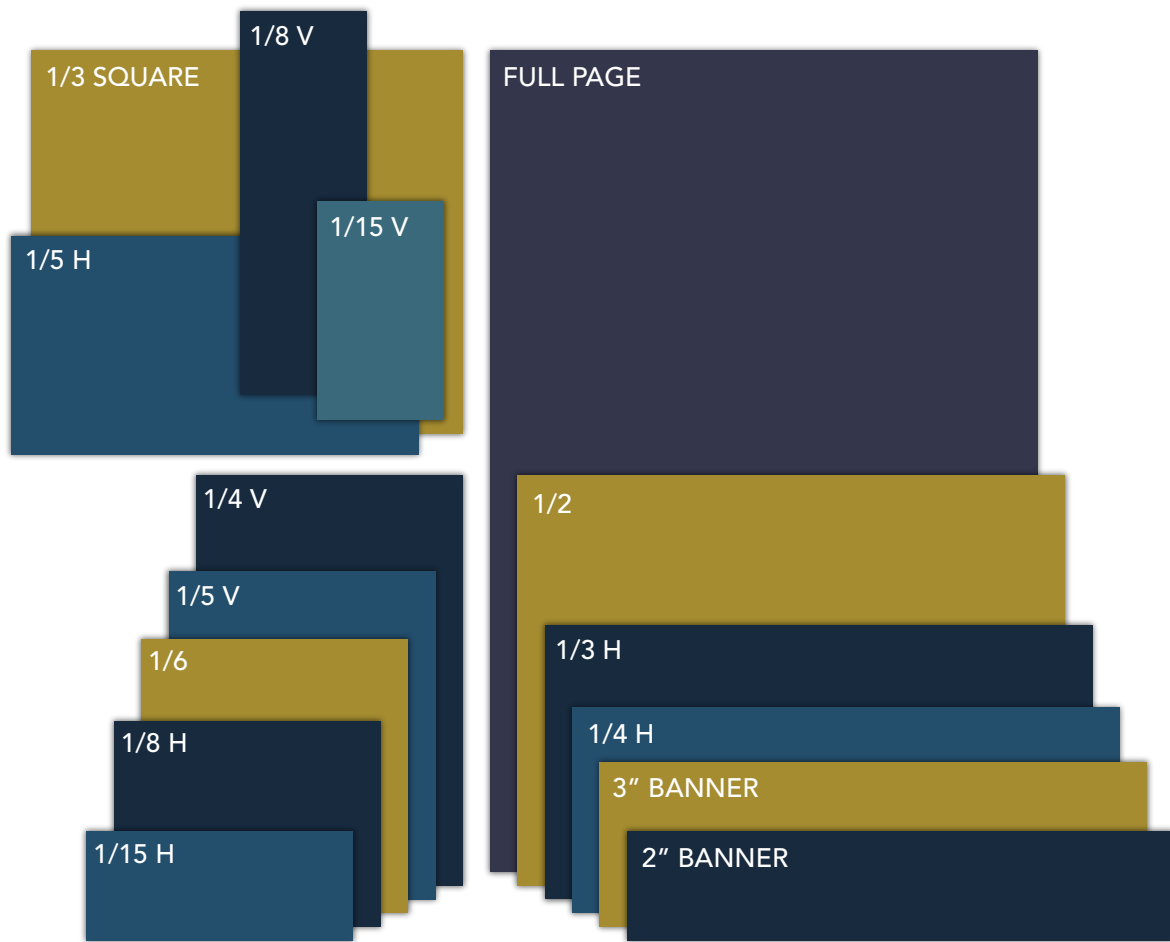


2016-2017 PRINT RATES

The Western Front • Print Advertising



AD SIZE	OPEN RATE
FULL PAGE	\$704
1/2 PAGE	\$352
1/3 PAGE	\$235
1/4 PAGE	\$175
1/5 PAGE	\$141
1/6 PAGE	\$116
1/8 PAGE	\$87
1/15 PAGE	\$46
3" BANNER	\$141
2" BANNER	\$94

ADD FULL COLOR: \$280 PER AD



PRINT AD SPECS

The Western Front • Print Advertising

AD SIZE	DIMENSIONS
FULL PAGE	10" x 15"
1/2 PAGE	10" x 7.5"
1/3 PAGE HORIZONTAL	10" x 5"
1/3 PAGE SQUARE	7.4375" x 7"
1/4 PAGE HORIZONTAL	10" x 3.75"
1/4 PAGE VERTICAL	4.875" x 7.5"
1/5 PAGE HORIZONTAL	7.4375" x 4"
1/5 PAGE VERTICAL	4.875" x 6"
1/6 PAGE	4.875" x 5"
1/8 PAGE HORIZONTAL	4.875" x 3.75"
1/8 PAGE VERTICAL	2.3125" x 7"
1/15 PAGE HORIZONTAL	4.875" x 2"
1/15 PAGE VERTICAL	2.3125" x 4"
3" BANNER	10" x 3"
2" BANNER	10" x 2"

AD SUBMISSION GUIDELINES

FILE TYPES:

- PREFERRED FORMATS: TIF, PDF, PSD, JPG

ARTWORK SPECS:

- ALL BITMAP FILE FORMATS MUST HAVE A MINIMUM RESOLUTION OF 300 DPI
- COLOR AD ARTWORK MUST BE IN CMYK COLOR

AD ARTWORK MUST BE SUBMITTED **4 BUSINESS DAYS** BEFORE RUN DATE

COMPLIMENTARY GRAPHIC DESIGN SERVICE INCLUDED WITH PURCHASE OF ANY SIZE AD

YOUR SALES REP WILL WORK WITH YOU TO FILL OUT A DESIGN REQUEST FORM

PICTURES AND LOGOS SUBMITTED BY YOU MUST BE **VECTORS** OR **300 DPI MINIMUM BITMAPS**

A SMALL FEE WILL BE CHARGED IF STOCK ART MUST BE PURCHASED FOR YOUR AD