

2016-2017 PRINT RATES

Western Weekend • Print Advertising



AD SIZE	OPEN RATE
FULL PAGE	\$493
3/4 PAGE	\$320
1/2 PAGE	\$246
1/4 PAGE	\$122
1/8 PAGE	\$61
1/16 PAGE	\$32

ADD FULL COLOR: \$280 PER AD



PRINT AD SPECS

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AD SIZE	DIMENSIONS
FULL PAGE	10" x 10.625"
3/4 PAGE	10" x 7.95"
1/2 PAGE HORIZONTAL	10" x 5.25"
1/2 PAGE VERTICAL	4.917" x 10.625"
1/4 PAGE	4.917" x 5.25"
1/8 PAGE HORIZONTAL	4.917" x 2.57"
1/8 PAGE VERTICAL	2.375" x 5.25"
1/16 PAGE	2.375" x 2.57"

AD ARTWORK MUST BE SUBMITTED
4 BUSINESS DAYS BEFORE RUN DATE

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 SHOULD BE IN CMYK COLOR

**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