

Rate Card 2009

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staunton, va 24402



| Ad Size | Open Rate | 6x Rate (each ad) | 12x Rate (each ad) |
|---------------|-----------|-------------------|--------------------|
| Center Spread | \$1,600 | \$1,500 | \$1,400 |
| Back Cover | \$1,100 | \$1,050 | \$1000 |
| Inside Cover | \$1000 | \$950 | \$900 |
| Full Page | \$850 | \$800 | \$750 |
| 3/4 Page | \$650 | \$600 | \$550 |
| 1/2 Page | \$500 | \$450 | \$400 |
| 3/8 Page | \$400 | \$350 | \$300 |
| 1/4 Page | \$300 | \$250 | \$200 |
| 1/8 Page | \$200 | \$150 | \$100 |

DEADLINES

- Space reservations and copy/artwork: 5pm, 15th of the month
- Camera-ready ads: 5pm, 17th of the month

SPECS

- Please submit all digital ads as CMYK (not RGB) PDFs with hi-res images and fonts embedded.
- All artwork should allow for 10-20 percent press gain (darkening).

AD SIZES

 Dimensions are in inches.

- Center Spread: 20 x 12.5
- Full Page: 10 x 12.5
- 3/4 Page: Vertical 6.2 x 10, Horizontal 8.5 x 7.4
- 3/8 Page: Vertical 4 x 7.4, Horizontal 4.8 x 6.2
- 1/2 Page: Vertical 4 x 10, Horizontal 8.5 x 2.3
- 1/4 Page: Vertical 1.9 x 10, Horizontal 8.5 x 2.3, Square 4 x 4.8
- 1/8 Page: Vertical 1.9 x 4.8, Horizontal 4.2 x 2.3