

AD SIZES

Full Page 7.5" x 10"	1/3 Page Vertical 3.5" x 7.5"
Full Page Bleed 8.75" x 11" see trim and save dimensions on right	1/4 Page Vertical 3.5" x 4.5"
1/2 Page Vertical 3.5" x 9.5"	1/4 Page Horizontal 7.5" x 2"
1/2 Page Horizontal 7.5" x 4.5"	1/6 Page 3.5" x 3"
1/3 Page Horizontal 7.5" x 3.5"	Business Card 3.5" x 2"

PRINTING SPECIFICATIONS

ACCEPTABLE AD FORMATS

Completed ads are accepted electronically for publication only in the following formats:

- **ACROBAT:** We accept hi-res print quality PDFs (300 dpi) Please no crop marks. Any ads created in Quark or InDesign should be saved as a hi-res print quality PDF.

- **ILLUSTRATOR:** Convert all fonts to outlines. Links should be embedded in file. Please no transparency filters. File should be in CMYK format.

- **PHOTOSHOP:** Flatten PSD, JPEG or TIFF files in CMYK format. Must be 300 dpi for optimal printing results.

UNACCEPTABLE AD FORMATS

The following ad formats can not be accepted for publication:

- Images or ads less than 300 dpi
- Corel Draw CDR files, Corel, Microsoft Publisher...etc
- Spreadsheet documents
- Low res (72 dpi) web images, ex. GIF, JPEG files
- Word processing documents
- Black text created using all ink colors. Black should only be 100% Black, no CM or Y percentages.

FULL PAGE BLEED ADS

Please follow these directions for ads designed with the image going off the page edge (bleed). Ad must be built at 8.75" x 11, all content must fit within a 7.5 x 9.75" space. The extra space is for the trim and to keep content away from edge to avoid being trimmed off.

GENERAL NOTES

If material supplied does not conform to EAST COBBER's printing requirements, advertiser must furnish new material or assume any alteration expenses incurred. Please note, extension on advertising materials may impede our ability to properly inspect the furnished material due to scheduling considerations.

2010 DISPLAY ADVERTISING RATES

CONTRACT LENGTH*:	1x	3x	6x	11x
Back Outside Cover	\$1,780	\$1,610	\$1,510	\$1,330
Back Inside Cover	1,460	1,325	1,245	1,095
Front Inside Cover	1,460	1,325	1,245	1,095
Full Page	1,200	1,090	1,020	895
1/2 Page	635	575	545	475
1/3 Page	510	460	435	380
1/4 Page	380	345	325	290
1/6 Page	250	230	210	190
Business Card	185	175	165	155

*Rates shown are per month charges and are based on receiving camera-ready artwork. All ads do not have a page placement guarantee. Spot color: Add 10% of monthly rate. 4-color: Add 20% of monthly rate. Premium/Guaranteed placement: add 20% of monthly rate.

2010 AD DEADLINES

DEADLINES:	Issue Date:
DECEMBER 15	January 5
JANUARY 15	February 4
FEBRUARY 15	March 4
MARCH 15	April 1
APRIL 15	May 6
MAY 15	June 3*
JULY 15	August 5
AUGUST 15	September 2
SEPTEMBER 15	October 1
OCTOBER 15	November 4
NOVEMBER 15	December 2
DECEMBER 15	Jan 6, 2011

AD DESIGN CHARGES

All ads not furnished "cameraready" will incur the following production charges:
 Business Card: \$30
 1/6 page: \$35
 1/4 page: \$45
 1/3 page: \$50
 1/2 page: \$55
 Full page: \$75

We accept the following credit cards:
 MasterCard, VISA, Discover.
 Please make checks payable to:
 EAST COBBER

EXTRA! EXTRA! SAVINGS

When you make the EAST COBBER part of your promotional program on a regular basis, you receive discounts!

CALL 770-640-7070