

Advertising Rates

FULL PAGE (plus bleed)

8.375" x 10.875" \$2,450

7.625" x 10" (if built without bleed)

1/2 PAGE

7.625 x 5.187" \$1,500

(Display Horizontal Only)

1/4 PAGE

4.9" x 3.375" \$ 900

1/6 PAGE

2.375" x 5" \$ 500

1/8 PAGE (Large Classified)

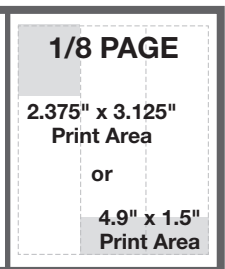
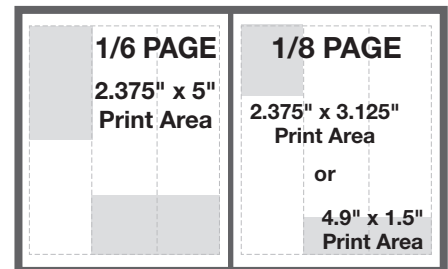
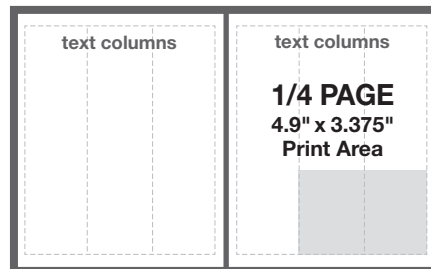
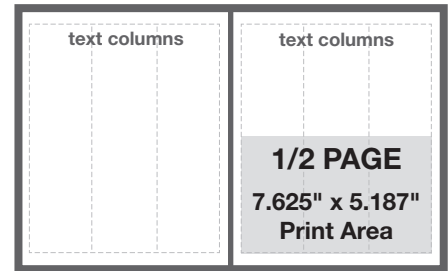
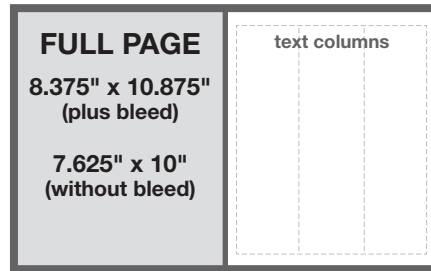
2.375" x 3.125" or

4.9" x 1.5" \$ 350

1/16 PAGE (Small Classified)

2.375" x 1.562" \$ 200

(Rates and Distribution subject to change without notice)



All advertising prices are net to the Publisher. Advertising agencies and buying services must add commissions to our net pricing. No exceptions! Agencies and buying services get discounts on combined same issue orders for one or multiple clients. Multiple issue discounts are available. Please call (616) 243-4114. E-mail your art to: gdesigns@oneblood-onerace.org

Specifications

Placement Reservations – All placement reservations must be reserved at least one week in advance of publication placement deadline. Special placement reservations, i.e. back cover or 2 page spreads, may require a deposit.

Placement Art Deadline – All art for reserved advertising placement must be received by the 15th of the month preceding publication.

Payments – Payment is expected at the time of placement order for all new accounts. Credit accounts must be approved in advance of publication. For approved accounts, net payment is due 15 days after publication distribution. All political advertisements and single insertion classified advertisements must be paid in advance.

File Types – We prefer PDF files built to correct dimensions and in CMYK. We also accept JPG or TIF files (300 dpi).

Media Accepted – Artwork can be submitted by email, if size permits, or on CD, DVD, or may be uploaded to our FTP web site (call our office for ftp information) and can also be sent to our office at 1014 Franklin St. SE, Grand Rapids, MI 49507.

Dimensions – All dimensional specifications are subject to change without notice to comply with any publication format requirements. We will scale submitted artwork accordingly.

Placement – Except by special order or multiple insertion contract, all placement of advertisements is at the publishers discretion. All two page spreads and full page advertisement placement is by reservation only and may be subject to a waiting list for pages such as inside front or back cover, and center spreads. Inside front or back cover and center spread pages are limited to inside top or bottom page and outside page bottom only.

Color – Many pages of our monthly publication are printed in four color. There is never an extra charge for color giving advertisers greater impact. All advertising artwork must be four color (CYMK) or black and white. Please do not use embedded color profiles as we only use CYMK. If you must use a color profile in your file, select generic CYMK.

Advertising Design – Our staff is available for design consultation and advertising layout and/or production. Please call for details at (616) 243-4114.

Notice – Color proofs of final art placement are available to clients only when we convert files and only if time before deadline permits. If you have questions about color profiles or file types please call our office before submitting your files.