

Encore

RATE CARD

EFFECTIVE JUNE 2009

Nine issues published yearly
September through May

Average Monthly Circulation: 12,500

Ad Size	FREQUENCY		
	1 Time	6 Times	9 Times
Full Page	\$1,950	\$1,650	\$1,495
2/3 Page	1,435	1,225	1,115
1/2 Page	1,145	1,000	915
1/3 Page	775	675	625
1/6 Page	475	410	370
1/12 Page	300	260	225

SPECIAL POSITIONS

Back cover — Earned rate plus 50%

Inside front cover / facing page —

Earned rate plus 25%

Inside back cover —

Earned rate plus 20%

Other guaranteed positions —

Earned rate plus 15%

PRODUCTION CHARGES

Scans — \$25 – \$50 (first usage only)

Digital photo manipulation —

\$100 per hour

Ad design — \$75 per hour

Photography — \$75, one hour minimum

AVAILABLE AT:

Miller Auditorium, WMU

Civic Auditorium

Michigan News Agency

Kalamazoo Country Club

Selected jewelers

Real estate offices

Retirement villages

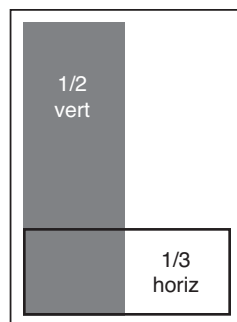
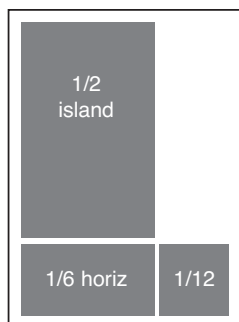
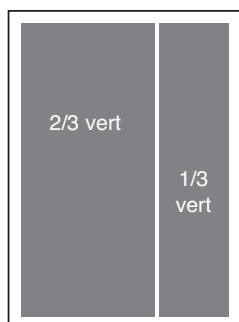
Investment brokers

Coffee shops

Single copies mailed to:

Doctor, dentist and attorney offices, subscribers and advertisers

AD DIMENSIONS			
Ad Size	Dimensions (w x h)		
Full page	7.25	x	10
Full pg w/bleed	8.75	x	11.25
2/3 vert	4.75	x	10
1/2 horiz	7.25	x	4.875
1/2 vert	3.625	x	10
1/2 island	4.75	x	7.375
1/3 sq	4.75	x	4.875
1/3 horiz	7.25	x	3.375
1/3 vert	2.25	x	10
1/6 horiz	4.75	x	2.25
1/6 vert	2.25	x	4.875
1/12 page	2.25	x	2.25



ADVERTISING DEADLINES

September issue	August 12
October issue	September 9
November issue	October 14
December issue	November 11
January issue	December 4
February issue	January 13
March issue	February 10
April issue	March 10
May/June issue	April 14

PUBLISHER'S COPY PROTECTIVE CLAUSE

Advertisers and their agencies assume liability for all content, including text, representation, and illustrations in advertisements. They also assume responsibility for claims arising therefrom, made against the publisher. Publisher reserves the right to reject any advertisement not in keeping with the publication's standards.

PAYMENT TERMS

Net 30 days from date of invoice for current customers. Cash in advance for new customers. A finance charge of 1.5% per month from the date of invoice will be added for all accounts not paid within 30 days of invoice.

DIGITAL FILES

Preferred format: High-resolution PDF files prepared for Press. All original color images must be converted to CMYK prior to embedding into PDF format. Black text must be 100% black.

Can also accept QuarkXPress®, InDesign®, Freehand®, and Illustrator® files. All images must be at 300 dpi and converted to grayscale or CMYK color. All images and fonts not embedded into the file must also be included. Fonts transmitted via email must be compressed.

Laser prints, Microsoft Word® documents and Microsoft Publisher® documents are not acceptable as final ad copy.

CONTACT INFORMATION

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