

Encore

RATE CARD

EFFECTIVE JANUARY 2008

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

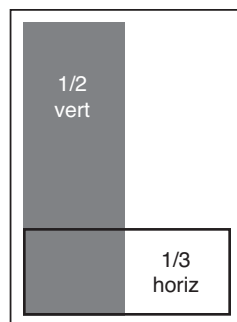
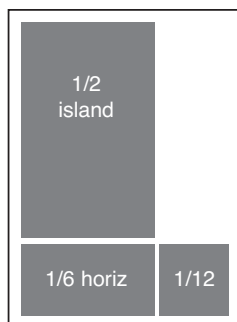
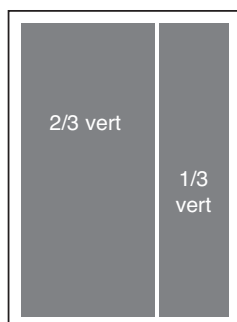
Investment brokers

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	8.6875	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 13
October issue	September 10
November issue	October 8
December issue	November 12
January issue	December 10
February issue	January 14
March issue	February 11
April issue	March 11
May/June issue	April 8

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

Encore Publishing Group

350 S. Burdick St., Suite 316

Kalamazoo, MI 49007

Phone: 269.383.4433 • Fax: 269.383.9767

e-mail: ads@encorekalamazoo.com