

Ad Size	FREQUENCY			
	1 TIME	3 TIMES	6 TIMES	11 TIMES
Full page	\$1,960	\$1,690	\$1,485	\$1,350
1/2page	1,175	1,010	890	810
1/3 Page	755	650	570	520
1/4 Page	590	505	445	390
1/6 Page	390	340	300	265
1/8 Page	295	255	220	200
1/12 Page	200	170	150	140

Ad Size	Width	Height
Full Page	9.667"	10.583"
1/2 Page	9.667"	5.29"
1/3 Square	5.75"	5.9"
1/3 Horizontal	7.7"	4.525"
1/4 Page	5.75"	4.525"
1/6 Vertical	3.79"	4.525"
1/6 Horizontal	5.75"	3.375"
1/8 Vertical	1.833"	6.875"
1/8 Square	3.79"	3.375"
1/8 Horizontal	5.75"	2.2"
1/12 Vertical	1.833"	4.525"
1/12 Horizontal	3.79"	2.2"

Circulation

Published monthly except July by Kalamazoo Public Schools.

Mailed to all 52,000 households in the school district.

Additional copies distributed to school employees and available at the airport, Chamber of Commerce, library, museum and area real estate offices.

Advertising Deadlines

- Space can be reserved well in advance.
- Deadline for ad copy is the first day of the month prior to publication.

Production Charges

Scans

\$25 – \$50 (first usage only)

Digital photo manipulation

\$100 per hour

Ad design

\$75 per hour

Photography

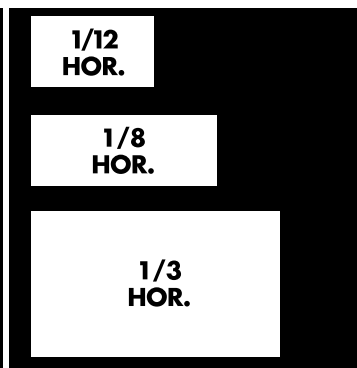
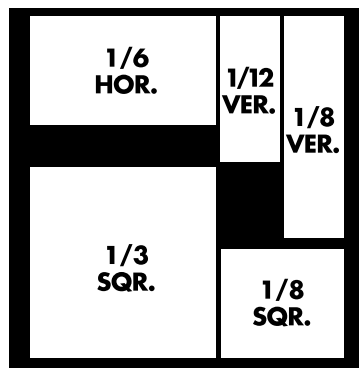
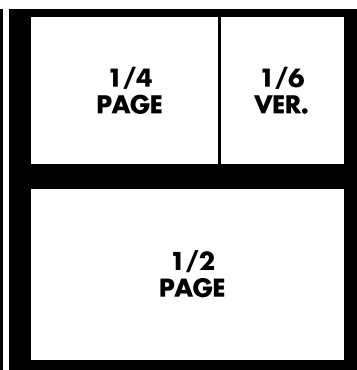
\$75, one hour minimum

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.

Contact Information

Encore Publishing Group
350 S. Burdick St., Suite 214
Kalamazoo, MI 49007
Phone: 269.383.4433
Fax: 269.383.9767
ads@encorekalamazoo.com



Ad Specifications

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.

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.