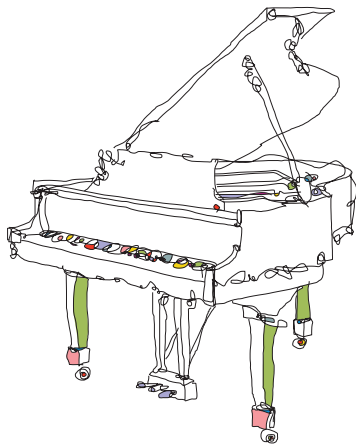


# THE GILMORE



## 2010 Program Advertising Rate Sheet

**For additional information contact:**

**Encore Publishing Group, Inc.**

350 S. Burdick  
Suite 214

Kalamazoo, MI 49007

Phone:

269.383.4433

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269.383.9767

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ads@encorekalamazoo.com

**Sales Representative**

Kaye Collins

Phone:

269.344.7438

Fax:

269.344.9760

Cell:

269.598.2676

E-mail:

kayecoll@iserv.net

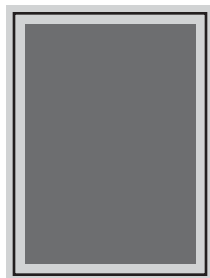
### Premium Full Page Four-Color Positions

Inside Front Cover . . . . .	\$2,895
Inside Back Cover . . . . .	\$2,695
Outside Back Cover . . . . .	\$3,195
Full Page Premium Position . . . . .	\$2,695

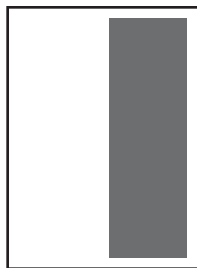
### Standard Four-Color Advertisements

Full Page (6" wide x 8-3/4" tall / Live area 5-1/4" wide x 8" tall) . . . . .	\$2,095
Half Page Vertical (2-9/16" wide x 8" tall) . . . . .	\$1,295
Half Page Horizontal (5-1/4" wide x 3-15/16" tall) . . . . .	\$1,295
Quarter Page (2-9/16" wide x 3-15/16" tall) . . . . .	\$695

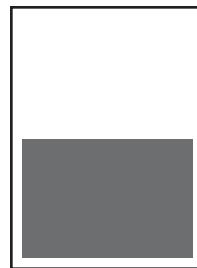
*Note: Bleed available on full page, only. Dimensions include 1/8" bleed on all four sides.*



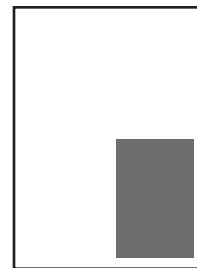
Full Page



Half Page Vert.



Half Page Horiz.



Quarter Page

**Agency Commission:** None.

**Material and Payment Deadline:** February 26, 2010.

### Electronic Submissions:

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

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

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

**Composition:** All materials requiring production costs will be billed at the Publisher's prevailing rates.