



# Advertising Rate Card

2010-2011

## GENERAL RATES

BLACK AND WHITE

Business Card (4 inches x 2 inches)	\$30.00
1/8 <sup>th</sup> Page (6 inches x 4 inches)	\$60.00
1/4 <sup>th</sup> Page (6 inches x 8 inches)	\$115.00
1/2 <sup>th</sup> Page (10 inches x 8 inches)	\$155.00
Full Page (10 inches x 15.5 inches)	\$255.00

COLOR

Business Card (4 inches x 2 inches)	\$50.00
1/8 <sup>th</sup> Page (6 inches x 4 inches)	\$80.00
1/4 <sup>th</sup> Page (6 inches x 8 inches)	\$135.00
1/2 <sup>th</sup> Page (10 inches x 8 inches)	\$180.00
Full Page (10 inches x 15.5 inches)	\$290.00

## BILLING INFORMATION

### DISCOUNTS

2-4 ISSUES	5%
5-9 ISSUES	10%

Advertisers are billed on a monthly basis post-printing. Payments are due thirty days from the printed invoice date. The *Spotlight* gladly accepts Business Checks, Visa, and MasterCard.

## AD GUIDELINES + SPECIFICATIONS

BLACK AND WHITE

Minimum Resolution	72 pixels/inch
File Formats Accepted	.PDF, .PSD, .TIFF, JPEG, .GIF
Color Mode	Grayscale 8 bit

*Note: Ad material need not be sent in grayscale*

COLOR

Minimum Recommended Resolution	300 pixels/inch
File Formats Accepted	.PDF, .PSD, .AI
Color Mode	CMYK Color Minimum 8 bit

The *Spotlight* will gladly create or adjust existing any ad material to meet your needs.

## AD DEADLINES + MISCELLANEOUS INFORMATION

	Aug '10	Sept '10	Oct '10	Nov '10	Jan '11	Feb '11	Apr '11	May '11
<b>Content Deadline</b>	August 2	Sept 8	October 18	November 16	December 18	February 2	April 4	April 27
<b>Print Date</b>	August 19	Sept 28	October 26	November 23	January 14	February 14	April 11	May 13

\*Please note that dates and number of issues are subject to change. This information is accurate as of 4 October 2010. For the most accurate information, please contact us at [advertising@eastspotlight.com](mailto:advertising@eastspotlight.com).



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