



### 1 Month Online Banner Sponsorship

Includes a regional banner ad on every page of the Regional site.

#### Regional Site Size:

728x90	\$415
468x60	\$350
120x600	\$285
300x250	\$255

### Ad Material Requirements

- Ads must be supplied in a suitable electronic form.
- Proof prints must be supplied with ads.
- Color proof required for color ads.
- Digital files may be sent in by disk or with special permission, email.
- Macintosh or PC compatible files are acceptable.
- All digital image files must be supplied at 300 dpi at actual size in EPS, TIFF or PDF formats (with fonts embedded).
- Programs supported are QuarkXpress, Adobe Photoshop and Adobe Illustrator.

Page	1x	4x	7x	12x	24x
<b>Black &amp; White</b>					
Full	1,250	1,130	1,025	925	840
2/3	1,010	915	825	745	675
1/2	770	695	630	575	525
1/3	635	575	525	465	425
1/4	550	495	455	415	375
<b>Two Color*</b>					
Full	1,490	1,370	1,265	1,165	1,080
2/3	1,250	1,155	1,065	985	915
1/2	1,010	935	870	815	765
1/3	875	815	765	705	665
1/4	790	735	695	655	615
*Black plus one color					
<b>Four Color</b>					
Full	1,800	1,680	1,575	1,475	1,390
2/3	1,560	1,465	1,375	1,295	1,225
1/2	1,320	1,245	1,180	1,125	1,075
1/3	1,185	1,125	1,075	1,015	975
1/4	1,100	1,045	1,005	965	925

Premium Positions	Additional Cost
Inside Front Cover	15%
Page 1	15%
(Inside Front Cover and Page 1 can be bought together as a spread or separately)	
Page 2 or 3	10%
Page 4 or 5	10%
Page 6 or 7	10%
Page 8 or 9	10%
Second Spread	10%
Center Spread	10%
Inside Back Cover	15%
Outside Back Cover	20%

Ad Sizes	Inches
Trim size	8 1/8 w X 10 7/8 h
Page bleed	8 3/8 w X 11 1/8 h
Page non-bleed	7 w X 10 h
2/3 page vertical	4 1/2 w X 10 h
1/2 page horizontal	7 w X 4 7/8 h
1/3 page square	4 1/2 w X 4 7/8 h
1/3 page vertical	2 1/8 w X 10 h
1/3 page horizontal	7 w X 3 3/8 h
1/4 page	3 3/8 w X 4 7/8 h

