

# How we **rate.**



Reach more than  
**100,000**  
readers every issue.\*

**Circulation 40,000 copies**  
Distributed at more than 1,200 locations

## Advertising Information

### PAYMENT (Invoices will reflect net rate)

- Payment is required prior to press for new advertisers until credit is approved.
- Terms are net 15 days.
- We offer a 5% discount for contracts that are paid in full (display advertisers only).

### PROOFS

• One complimentary proof of an ad will be faxed to the advertiser and changes can be made at that time. • Additional changes will be charged at \$45 per hour, in 15 minute increments.

• All art, advertisements and promotional materials created, altered or modified by Adams Street Publishing Co. are the property of Adams Street Publishing Co. A fee of \$75 will be charged for additional copies or reprints of these materials.

### INSERTS (Agency discounts do not apply)

• \$75 per thousand (minimum of 5,000) based on an 8 1/2 x 11 size and are limited on a first-come, first-serve basis. Sizes greater than 8 1/2 x 11 or multiple pages start at \$90.

- Inserts can be zoned by zip code.
- Front cover sticky notes available, full run only \$1875 an issue.

### CANCELLATIONS

• Space cancellation **will not** be accepted after the deadline, noon Thursday prior to publication, and will be billed accordingly.

per insertion	1X	13X	26X
<b>Full Page</b>			
standard	\$1450	\$1325	\$1200
inside front	\$1800	\$1700	\$1500
inside back	\$1800	\$1700	\$1500
outside back	\$1900	\$1750	\$1600
<b>Three quarters</b>	\$1300	\$1100	\$950
<b>Half</b>	\$900	\$820	\$725
<b>Three eighths</b>	\$700	\$625	\$555
<b>One quarter</b>	\$475	\$440	\$400
<b>One eighth</b>	\$320	\$290	\$250
<b>One sixteenth</b>	\$200	\$180	\$160

**Premium placement:** is an additional 15%.  
**Boxed Classifieds:** \$30 per column inch. 1 column = 1 3/4" wide.  
**Line Classifieds:** \$20 for 20 words or less. 40¢ for each additional word.

Ad sizes	standard	horizontal	vertical	Color per ad size
<b>Full page</b>	9.5" X 11.875"			\$350
<b>Three quarters</b>		9.5" X 8.75"	7" X 11.875"	\$250
<b>Half page</b>		9.5" X 5.75"	4.625" X 11.875"	\$200
<b>Three eighths</b>		7" X 5.75"	4.625" X 8.75"	\$180
<b>One quarter</b>	4.625" X 5.75"	9.5" X 2.75"	2.125" X 11.875"	\$100
<b>One eighth</b>		4.625" X 2.75"	2.125" X 5.75"	\$55
<b>One sixteenth</b>	2.125" X 2.75"			\$30

## Deadlines

**SPACE AND ARTWORK** • Noon Thursday prior to publication  
**CAMERA READY ARTWORK** • Noon Friday prior to publication

- Holidays that are celebrated on weekdays cause the deadlines for the issue published that same week to be advanced one business day.
- There will be a 5% late fee for artwork that is received after noon on Friday and placement is no longer guaranteed and will be billed accordingly. Any late ads requiring production or alteration will be charged a \$15 production rush charge.

\* 2008 Media Audit