

REGIONAL CIRCULATION RATES

THE EAGLE offers advertising in a number of formats and sizes, including full-page, half-page (tabloid or horizontal) and quarter-page sizes. Please refer to the illustration at right to view all advertising formats. Advertising rates for 2013 are listed below.

RATES

- \$5 per column inch
- Classified Ads: \$2 for 15 words, 10¢ for each additional word

FOUR COLOR

Full-color set-up cost is \$175 in addition to the column/ inch cost.

DIGITAL AD REQUIREMENTS

A PDF/X-1a file, which must adhere to the following:

- All fonts MUST be embedded (True Type fonts can not be used for printing).
- The color space must be CMYK or Grayscale. No RGB, LAB or embedded color profiles (such as ICC profiles).
- Resolution: 300 dpi

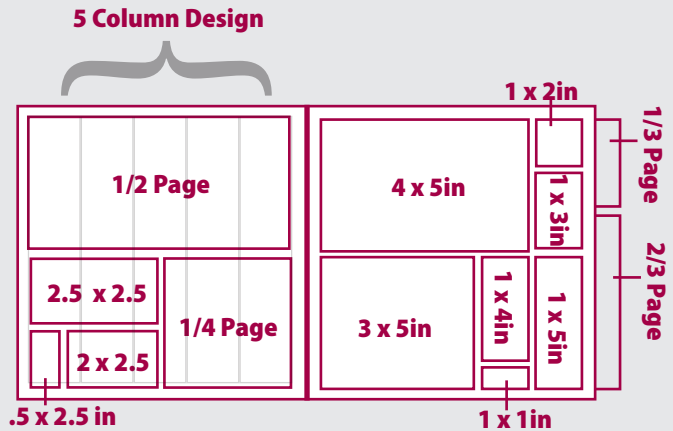
CONFUSED? Let us help! We have a team of award-winning designers on staff who can create a custom ad to your specifications. Best of all, this service is provided at no cost to you. E-mail ads@csceagle.com today to get started on the perfect ad.

EDITORIAL CALENDAR

Ad Materials Due: Noon Monday
Issues Distributed: Thursday Morning

All ads must fit given dimensions. If they do not, the ad will be re-sized to fit the designated space. THE EAGLE newspaper can not be responsible for any information or live matter placed outside the safety that is trimmed or cut off. *Prices are subject to vary from year to year and do not include the print full-color set-up cost. Space is limited and subject to availability.

Current Advertising Director: *Arielle Boone*



PRINT RATES	Width	Height	Price*
Full Page	10 in.	10 in.	\$250
2/3 Page	10 in.	6.66 in.	\$166.5
1/2 Page V	5 in.	10 in.	\$125
1/2 Page H	10 in.	5 in.	\$125
1/3 Page V	3.33 in.	10 in.	\$83.25
1/3 Page H	10 in.	3.33 in.	\$83.25
1/4 Page V	5 in.	5 in.	\$62.5
4 col x 5 in.	8 in.	5 in.	\$100
3 col x 5 in.	6 in.	5 in.	\$75
2.5 col x 2.5 in.	5 in.	2.5 in.	\$31.25
2 col x 2.5 in.	3.75 in.	2.5 in.	\$25
.5 col x 2.5 in.	1.86 in.	2.5 in.	\$6.25
Single Column	1.86 in.	1-10 in.	\$4.50/in.

ONLINE RATES

• Price are per week – 24 hr exposure
• THE EAGLE prefers .JPG or .GIF format ads

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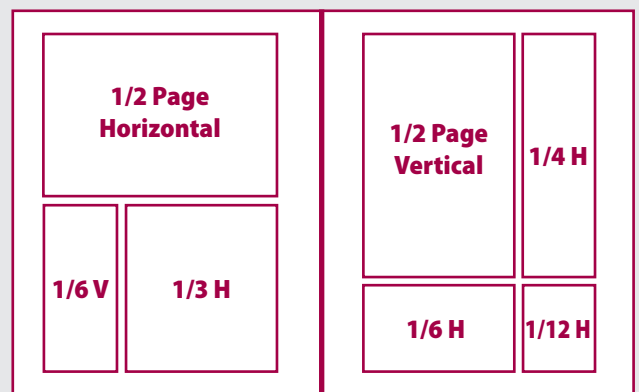
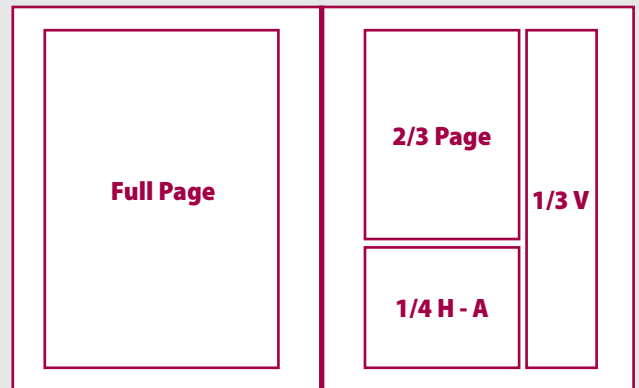
ACCLAIM offers advertising in a number of formats and sizes, including full-page, half-page (tabloid or horizontal) and quarter-page sizes. Please refer to the illustration at right to view all 11 different advertising formats. Advertising rates for 2013 are listed below.

FOUR COLOR

Full page	\$1,210
2/3 page	\$988
1/2 page (horiz./vert.)	\$785
1/3 page (vert.)	\$570
1/4 H page	\$440
1/4 H - A page	\$440
1/6 page (horiz./vert.)	\$285
1/12 H	\$148

BLACK & WHITE

Full page	\$904
2/3 page	\$706
1/2 page (horiz./vert.)	\$560
1/3 page (vert.)	\$407
1/4 H page	\$280
1/4 H - A page	\$280
1/6 page (horiz./vert.)	\$203
1/12 H	\$105



Width Height

	Width	Height
Full Page Bleed	8.25 in.	10.75 in.
Trim	8.0 in.	10.5 in.
Live Area (safety*)	7.5 in.	10.0 in.
Full Page (non-bleed)	7.0 in.	9.875 in.
2/3 Page (vertical only)	4.625 in.	9.875 in.
1/2 Page Vertical	4.625 in.	7.375 in.
1/2 Page Horizontal	7.0 in.	4.875 in.
1/3 Page Vertical	2.25 in.	9.875 in.
1/3 Page Horizontal	4.625 in.	4.875 in.
1/4 Page Vertical	2.25 in.	7.375 in.
1/4 Page Horizontal	4.625 in.	3.625 in.
1/6 Page Vertical	2.25 in.	4.875 in.
1/6 Page Horizontal	4.625 in.	2.375 in.
1/12 Page Horizontal	2.25 in.	2.375 in.

All ads must use these dimensions. If they do not, the ad will be resized to fit the designated space. *SAFETY: All live matter should be 1/4" from the trim size on all four sides. ACCLAIM magazine can not be responsible for any information or live matter placed outside the safety that is trimmed or cut off.

DIGITAL AD REQUIREMENTS

A PDF/X-1a file, which must adhere to the following:

- All fonts MUST be embedded (True Type fonts can not be used for printing).
- The color space must be CMYK or Grayscale. No RGB, LAB or embedded color profiles (such as ICC profiles).
- Resolution: 300 dpi

CONFUSED? Let us help! We have a team of award-winning designers on staff who can create a custom ad to your specifications. Best of all, this service is provided at no cost to you. Email contact@acclaimmagazine.com today to get started on the perfect ad.

EDITORIAL CALENDAR

Ads go on sale: 1/1/13
Ad sales close: 9/1/13

Ad materials Due: 9/7/13
Issue distributed: 12/6/13