

the Suburbanite

2008 SPECIAL SECTION CALENDAR

2008 ADVERTISING RATES & CONDITIONS

LEGAL RATE\$5.00 per column inch
POLITICAL RATE.....\$12.70 per column inch
RETAIL OPEN RATE.....\$16.75 per column inch

RETAIL

ANNUAL BULK CONTRACT RATES

(per column inch in one year period)

100 column inches.....	\$14.00
200 column inches.....	\$13.60
350 column inches.....	\$13.15
500 column inches.....	\$12.90
900 column inches.....	\$12.50
1500 column inches.....	\$10.90
2500 column inches.....	\$10.40
Over 3000 column inches.....	\$9.50

Bulk contract advertisers may take advantage of a 25% pick up rate if they run the same ad twice in a 2 week period with little or no changes.

BUSINESS BUILDER

Price per column inch

4 consecutive weeks with no changes.....\$9.60

RETAIL PAGE DIMENSIONS

Maximum depth 11.25" Maximum pica depth 67p6

Width in:	Inches	Picas
1 column	1.9"	11p10
2 columns	4.06"	24p5
3 columns	6.16"	37p
4 columns	8.26"	49p7
5 columns	10.36"	62p2

COLOR CHARGES

See your Account Executive for color specifications.

1 color \$55.00
 Full color \$150.00

DEADLINES

RETAIL DEADLINEWEDNESDAY @ 2:00 P.M.
 CLASSIFIED DEADLINETHURSDAY @ 5:00 P.M.
 NEWS DEADLINEWEDNESDAY @ 3:00 P.M.

POSITION CHARGE

Advertisers may arrange to have their ad placed on a specific page, subject to space availability, for an additional charge of \$2 per column inch. Paid position on a specific page will be sold on a first come, first-served basis. Full-Page ads take priority.

ADVERTISING PROOFS

Proofs will be furnished to advertisers for first run ads for the purpose of correcting errors, not changes or additions to original copy. Advertising copy must be submitted by deadlines to receive proofs. Second proofs will not be issued.

ERROR CORRECTION POLICY

The publisher will not be liable for damages arising out of errors in advertisements beyond the amount paid for the space actually occupied by that portion of the advertisement in which the error occurred, whether such error is due to negligence of the publisher's servants or otherwise, and there shall be no liability for non-insertion of any advertisement beyond the amount paid for the advertisement.

POLITICAL ADVERTISING

The political advertising rate applies to any office or issue on the ballot. Payment for political ads must be made prior to publication. Political advertisers are solely responsible for meeting all applicable legal requirements, such as including a disclaimer, in their ads.

TEARSHEETS

Tearsheets are available for advertisers and their agencies only. Three checking copies will be given after publication. Additional copies may carry an additional charge.

GENERAL PROVISIONS

All advertisements submitted for publication are subject to acceptance or rejection at the discretion of the publisher. Advertisers shall designate the size of their ads to the number of columns wide and the number of inches deep per *The Suburbanite* page format. Billing to advertisers will be made using these dimensions. All new advertisers will be required to prepay the cost of their ads until they file a credit application and credit is granted by the newspaper. In the event an advertiser uses less space than contracted for, it is understood that the publisher will recalculate the actual earned rate according to the current agreement rate schedule, and will rebill any additional amounts due.

All going out of business advertising is accepted on a cash with copy basis. All rates are non-commissionable.

SUBURBANITE PRODUCTION NOTE!

The Suburbanite is completely paginated!

NO production camera services are in use at this site. Stats, flats and negatives are scanned on a flatbed scanner and integrated into our paginated output. **The desired receipt of these items would be in a PDF digital file format!**

BW/COLOR SCREENING WITH CAMERA READY ART.

• IF NECESSARY, color or black & white halftones are recommended to be output with an 85-line screen on RC (resin coated) positive paper or negative film. Use of a 100-line screen can also be used at the advertiser's risk.

COLOR MODEL

• Traditional process colors/shades are created by using various computer generated screening percentages of the primary process color of Process Blue (Cyan), Process Red (Magenta), Process Yellow and Black. An ANPA color chart can be obtained from a *Suburbanite* advertising representative to help you with your color choices.

• Computer generated colors/shades must be created in the CMYK process color mode. *The Suburbanite* uses

- January Bridal Section
- February Lake Section
- April Green Progress
- May/June . . . High School Graduations
- June Portage Lakes Spotlight
- August High School Fall Sports Preview
- October Springfield & Lakemore Highlight
- December . . . Holiday Happenings

Quark Xpress version 4.1 or later for advertising composition. If pantone colors are chosen, the client should convert the pantone color mix to the CMYK process mix for reproduction on our press.

All color artwork or graphics files accompanying the advertisement should be converted to the CMYK mode prior to submission.

DIGITAL AD TRANSFERS

Advertisements and related file requirements can be accepted in a variety of forms. *The Suburbanite* uses a Macintosh platform running Quark Xpress 4.1 or later as our ad build and pagination software, along with a compatible color model for photographs and graphics in CMYK color model format. Please make sure that your images have the appropriate resolution (color photos at least 150-200 dpi, grayscale photos at least 200 dpi, line art 400 dpi). Files created in Freehand, Illustrator, Multi-Ad Creator, etc., **MUST** be in a PDF file format.

The PDF file format is *The Suburbanite's* preferred file format. All PDF files submitted to *The Suburbanite* should be in composite form with all fonts embedded.

If you are using a Windows platform and cannot create PDF files, other acceptable file formats are: EPS with all fonts outlined or pathed, and TIFF.

If you have any other type of files other than PDF, please contact Cathy Brookbank at 330.899.2872, Ext. 20 for compatibility and transmission requirements.

The transport methods that *The Suburbanite* supports are as follows:

- Any 1.44 mb (Macintosh formatted) high density floppy diskette
- Zip discs (100mb/250mb)
- CD-rom disks

NOTE - Advertising deadlines for digital file transfers remain the same as display advertising deadlines.

E-mail your ad to:
suburbanite@cantonrep.com

EFFECTIVE FEBRUARY 1, 2008

