Rate Card

	1x	2-3x	4-6x	7-10x
Two-Page Spread (Inside Cover + Page 1)	$2375	$2015	$1770	$1590
Two-Page Spread	**$1980**	**$1650**	**$1495**	**$1410**
Back Cover	$1715	$1440	$1310	$1200
Inside Cover	**$1585**	**$1350**	**$1260**	**$1150**
Inside Back Cover	$1385	$1200	$1090	$1020
Page 1 Full Page	**$1320**	**$1165**	**$960**	**$900**
Opposite TOC	$1230	$1120	$900	$840
Pages 2 or 3	**$1170**	**$1020**	**$870**	**$810**
Full Page	$1050	$960	$840	$780
Two-Thirds Page	**$960**	**$880**	**$720**	**$660**
Half Page	$870	$720	$600	$540
One-Third Page	**$660**	**$510**	**$430**	**$380**
One-Quarter	$390	$330	$290	$255
One-Sixth Page	**$275**	**$230**	**$205**	**$180**
One-Eighth Page	$225	$200	$175	$150

Effective as of January 1, 2011 Subject to change without notice

File Requirements

PDF files are strongly preferred. May be sent electronically (up to 10 MB) to cgilding@independentpub.com. The file dimensions must be the same size as the ad you are submitting. For full page ads with bleeds only, please ensure no ad copy appears outside the image area. Artwork must separate into CMYK. Total ink density should not exceed 310%. Rich black values: C = 75 M = 63 M = 63 K = 100. Please do not use rich black for small type (18 pt. or smaller). Line screen = 150. If not sent electronically, all images and fonts should be included on a CD, and files should be sized to the correct ad dimensions. Adobe Illustrator and Photoshop files are also accepted. All fonts must be converted to outlines or rasterized; embedded images in Illustrator must be included with the file. Please save Illustrator-generated files in EPS format. Non-electronic ads must be accompanied by a color proof.

www.la-mag.com **www.independentpub.com**

Lewiston Auburn Magazine

Specs

	Wide x Tall
Full Page	
Bleed Size	8.875” x 11.375”
Physical Size	8.375” x 10.875”
Image Area	7.5” x 10”
Two-Thirds Page	
Horizontal	7.5” x 6.5”
Vertical	5” x 10”
Half Page	
Horizontal	7.5” x 4.875”
Vertical	3.625” x 10”
Block	5” x 7.375”
One-Third Page	
Horizontal	7.5” x 3.25”
Vertical	2.375” x 10”
Block	5” x 4.875”
One-Quarter Page	
Horizontal	7.5” x 2.25”
Vertical	3.625” x 4.875”
One-Sixth Page	
Horizontal	5” x 2.25”
Vertical	2.375” x 4.875”
One-Eighth Page	
Horizontal	3.625” x 2.25”
Vertical	1.6875” x 4.875”