

# AD SIZES/RATES

**1/3 PANEL**  
**(6"X4")**

**\$78/MO**

**1/6 PANEL**  
**(4"X3")**

**\$39/MO**

## DEADLINE & REQUIREMENTS

Deadline for electronically-submitted ads:  
Friday by noon prior to date of publication.  
Space deadline: Wednesday by noon prior to  
date of publication.

Sending the File:  
CC Your ad to your rep as an attachment (PDF or ZIP )

Include:

- Advertisers/Billing Name
- Size of Ad
- Number of Locations (Where available )
- Contact Name & Phone Number

### Current Ad Requirements:

**Color Mode:** CMYK or Grayscale (no RGB )

Image Resolution: 300 dpi

\*Please note: Images pulled from  
web pages are only 72 dpi and do not  
reproduce well in print when enlarged to  
300dpi. We can upscale your image for a charge.

Image Formats: PDF, PSD or Tiff  
is preferred. JPG and EPS are also acceptable.

**Supported Applications:** InDesign,  
Adobe Photoshop, Adobe Illustrator