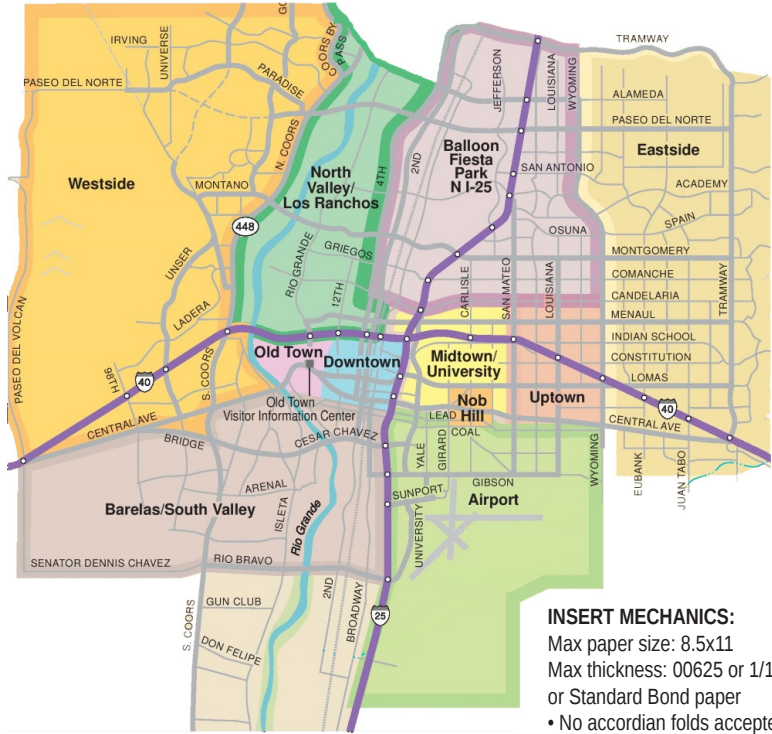




INSERT/AD SPECS



INSERT MECHANICS:
 Max paper size: 8.5x11
 Max thickness: 00625 or 1/16
 or Standard Bond paper
 • No accordian folds accepted
 • Placement is random and
 not page specific

CUSTOM INSERT PRICING

Zoning as shown includes

Airport	\$100
Downtown	\$100
Eastside	\$300
Midtown	\$150
Nob Hill	\$150
North Valley	\$350
Old Town	\$130
South Valley	\$200
Uptown	\$250
Westside	\$350

FREQUENCY DISCOUNT

6x = 10% 12x = 15% 26x = 20% 52x = 25%

INSERT DEADLINE

All inserts should arrive pre-printed 7 days prior to publication date.

DISPLAY AD SPECIFICATIONS

DEADLINES

7 days prior to publication date space must be reserved and ad copy received.

GUARANTEED POSITIONS

A \$100 fee is charged for ad placement on specific pages or sections. Back page is a color-forced buy.

GRAPHICS GUIDELINES:

PDF files preferred (EPS, PNG, JPEG, InDesign & Photoshop files accepted.) CMYK color, fonts outlined and image layers flattened.

