

# the Parklander®

CELEBRATING OUR 20<sup>TH</sup> YEAR OF PUBLICATION!

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## ADVERTISING RATES & SPECIFICATIONS

<b>Full Page</b> <b>8½" x 11"</b>  (Live area) <b>7½" x 10"</b>  or <b>8¾" x 10¼"</b> (with full bleed)	<b>Half Page Horizontal</b> <b>7⅜" x 4⅞"</b>	<b>Half Page Vertical</b> <b>3⅝" x 10"</b>	<b>Third Page Vertical</b> <b>3⅞" x 6½"</b>  <b>Horizontal</b> <b>7⅜" x 3⅞"</b>
<b>Quarter Page Vertical</b> <b>3⅝" x 4⅞"</b>  <b>Sixth Page</b> <b>3⅝" x 3⅞"</b>	<b>Spread</b> <b>16¼" x 10"</b>  Call for further specifications		

### Premium Ad Rates Per Issue

<b>80# Cover Gloss, Trim Size 8¾" x 11¾" with full bleed</b>	
Back Cover .....	\$1,650
Inside Front Cover .....	\$1,450
Inside Back Cover .....	\$1,300
<b>60# Gloss, Trim Size 17½" x 11¾"</b>	
Spread .....	\$1,800
<b>60# Gloss, Trim Size 8¾" x 11¾"</b>	
Double Cover Page .....	\$1,200

### Standard Ad Rates Per Issue

	Discount Rates			
	One Time Rate	3 Issues	6 Issues	12 Issues
Full Page	\$1500	\$1000	\$960	\$915
Half Page	\$1140	\$760	\$725	\$685
Third Page	\$735	\$490	\$465	\$430
Quarter Page	\$638	\$425	\$395	\$365
Sixth Page	\$405	\$270	\$255	\$230
Business Spotlight	\$395*			

### Business Card\* (2½" x 1¼")

**For 3 months: \$270**  
**For 6 months: \$450**

*\*These ads must be paid in advance and design will not change during the 3 mo. period*

\*with a 1/4 page or more ad, 3 month minimum

All Standard Ads are placed or stacked at the discretion of *the Parklander*.

- SET-UP FEES:** All rates are based on print-ready material. Ads must be sized to the stated specifications. In the event that print-ready material is not supplied, a set-up fee will be added — Full page: \$125; 1/2 page: \$105; 1/3 or 1/4 Page: \$95; 1/6 page: \$75; Bus. Card: \$50.
- CHANGES:** Date changes — no charge. All other changes will be billed separately at \$45 per hour, pro-rated.
- PLACEMENT:** Alert Sales Rep. if specific placement is desired, but note that Premium Pages are the only pages with guaranteed placement.
- DEADLINES:** Advertisements: Print-ready ads must be received by the 5th of each month preceding each issue. Ads that require set-up and Business Spotlights must be received by the 1st of each month preceding each issue. Failure to meet deadline will give the Parklander permission to run the ad published the previous month.
- FORMAT:** File Types: InDesign, QuarkXPress, Adobe Illustrator, Adobe Photoshop, and Adobe PDF. NO .DOCX, MICROSOFT PUBLISHER, WORD OR COREL-DRAW FILES WILL BE ACCEPTED. Please include all fonts used with QuarkXPress/InDesign files and create to outlines any fonts used in Adobe Illustrator. Call about all other files and non-Mac platforms. Graphics should be CMYK, 300 dpi (at 100% of the print size). For PDFs: Make sure that compression options are set to "none" (DO NOT COMPRESS FILES). When using Acrobat Distiller, set the default to pdf/x-1a:2001 compliant or pdf/x-3:2002.

Send ads by email to [ads@theparklander.com](mailto:ads@theparklander.com). If file is larger than 5MGs, please submit on CD.  
For more specific ad instructions please call (954) 755-9800.

Make all checks payable to *the Parklander*.