

Columbia REGISTER

Columbia. Mount Joy. Marietta. Covered.

2010 DISPLAY ADVERTISING RATES

Contact: Loren Gochnauer
Phone: (717) 285-1350
Fax: (717) 285-1360
email: lgochnauer@onlinepub.com

Black/White rates (per col. inch)

Open: \$11.25

2x/month: \$10.35 (8 percent decrease)

3x/month: \$9.55 (15 percent decrease)

4x/month: \$8.45 (25 percent decrease)

**Note: There will be an additional charge for preferred positions of advertisements.*

Color rates

Spot Color: \$65

Full Color: \$175

**Note: The three colors available for spot color ads are blue, red and green.*

Insert rates (per 1,000)

Single Sheet: \$60.00

4-tab pages: \$66.50

8-tab pages: \$71.50

12-tab pages: \$77.50

16-tab pages: \$83.50

Non-profit/church rates

Non-profit: \$6.25 per column inch.

Church Directory: 1 column by 1.5" ad for \$5.75 per week.

Typesetting/design charge

\$50/hour; \$25 minimum; \$20 halftone charge.

Frequency rate/coverage area


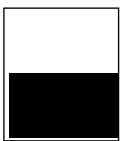
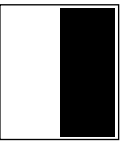

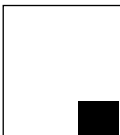
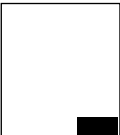
The Columbia Register is printed every Thursday, and covers the Columbia, Marietta and Mount Joy region.

Advertising inquiries

For more information on advertising with the Columbia Register, please call or email.

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Broadsheet guidelines

	Full Page: 6x21 or 12.03" wide by 21" high		Half Page Horizontal: 6x10.5 or 12.03" wide by 10.5" high		Half Page Vertical: 3x21 or 5.931" wide by 21" high
	1/4 Page: 3x10.5 or 5.931" wide by 10.5" high		2x5: 2x5 or 3.899" wide by 5" high		Business Card: 2x2 or 3.899" wide by 2" high

Column width measurements:

1 column = 1.866 inches.

2 columns = 3.899 inches.

3 columns = 5.931 inches.

4 columns = 7.964 inches.

5 columns = 9.97 inches.

6 columns = 12.03 inches.

**Note: Advertising height is measured by standard inches, width is measured by column inches.*

Advertising deadlines:

For a proof: Friday by noon.

No proof: Monday by 10 a.m.

Production requirements

File submission: Digital files are preferred in PC file formats using QuarkXpress, Illustrator, Photoshop or Adobe Acrobat PDF. All digital art and images (clip art, scans, etc.) and fonts (screen and printer) must be provided. Text only files should be Microsoft Word.

Images: Images are preferred in TIFF, EPS, JPEG or press-ready PDF formats.

Resolution: Grayscale and CMYK files should have a resolution of 300 dpi. Line art or bitmapped images should be at least 1200 dpi.

Proofs: An approved laser print should accompany all ads submitted. Color proofs should be provided whenever possible with all color indicated. Spot color may be indicated on black and white.