

ADVERTISING RATE CARD

Effective January 1, 2008

The New Survey is published monthly by the Eau Claire Community Council and is printed on high quality newsprint by Osteen Publishing Co., Inc., in Sumter. Produced on a Macintosh computer using QuarkXPress software, photographs (black/white or color), line drawings, and digital art can all be submitted for reproduction in display advertising. There will be additional, one-time charges for layout and design of contract display advertising. There will be additional charges for changes in contract advertisements.

Page Size

The width of the printable page is 62 picas (10.25 inches). Depth of the printable page is 66 picas (11 inches). Column width is 14 picas (2.4 inches), 1.6 picas (.25 inches) between columns, four columns per page. The smallest ad is 2 col x 6.6 inches, 1/6 page.

Custom Layout and Design

Customized design of your advertising message will be provided upon request. Minimum charge is \$15.00.

Deadlines

Advertising copy for insertion in **The New Survey** will be due on the first Monday of the last full week of the month prior to the next month's issue.

Proofs

The New Survey is not responsible for typographical errors and/or omissions when the proof has been signed as being correct. We will correct our errors at no charge but final proofing is absolutely the advertiser's responsibility.

Policy

The New Survey reserves the right to refuse advertising based on appropriateness for a community publication. **The New Survey** reserves the right to refuse any advertising.

Terms

Payment for all advertising will be due upon receipt of invoice.

Display Advertising Rates

Advertising rates are priced as follows:

Full Page	\$ 430.00	b/w
	\$ 455.00	color
1/2 Page	\$ 220.00	b/w
	\$ 245.00	color
1/3 Page	\$ 140.00	b/w
	\$ 155.00	color
1/6 Page	\$ 70.00	b/w
	\$ 85.00	color

Frequency Rates

Contracts of 3-5 issues	deduct 10%
Contracts of 6-11 issues	deduct 20%
Contracts of 12+ issues	deduct 25%

All contract insertions must be in consecutive issues.

Preprinted Inserts

1-4 pages	\$ 40 per 1000
5-8 pages	\$ 55 per 1000
9-12 pages	\$ 70 per 1000

Classified Advertising

20¢ per word