


ADVERTISING RATES

<i>Issue Sponsor</i> Front Cover Identification	<i>Issue Sponsor</i> Full Back Cover Full Color
Issue Sponsor	

<i>List Sponsor</i> Full Page B & W	
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1/2 page horizontal 10" x 6.75"	1/2 page vertical 5" x 13.5"
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full page 10" x 13.5"	2/3 page 10" x 9"
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Focus is a tabloid publication, four columns by 13.5 inches or 945 lines

Issue Sponsor Front cover with sponsor identification plus full back cover in color	\$4,800
Issue Sponsor Front cover with sponsor identification plus inside front cover or inside back cover in color	\$4,425
List Sponsor Full page ad directly across from sponsored list (10" x 13.5")	\$3,250
Full Page Full page — 10" x 13.5"	\$2,812.50
Other	
2/3 page horizontal — 10" x 9"	\$2,250
1/2 page vertical — 5" x 13.5"	\$1,625
1/2 page horizontal — 10" x 6.75"	\$1,625

Production Charged (if applicable-billed in addition to space)

Design/layout (per 1/4 hour)	\$15.00
Typeset (per 1/4 hour)	\$15.00
Halftones scan, line shot	\$20.00
Computer alterations (photoshop) (per 1/4 hour)	\$15.00
Digital photos	\$20.00

Payments- Invoices due and payable by the 10th day of the month following publication for credit approval.

Options- Spot Color — \$200 Full Color—\$640 Special placement—Add 20%

Please send your prepared electronic ad in one of our supported file types:

- **We prefer PDF's to preserve the integrity of your ad(CMYK).** No Publisher, MicrosoftWord or Indesign files. No RGB on color. We do not support any MAC OSX files at this time.
- **Acrobat 4.0** (PDF with fonts embedded)(CMYK color)
- Quark Express 4.0 or less (include screen and printer fonts and all supported linked images) (CMYK color)
- **Adobe Illustrator 8.0** (save as EPS or PDF, create outlines on all fonts)(CMYK color)
- **Adobe Photoshop 4.0** (save as EPS or TIFF)(CMYK color)

Submit your ad through e-mail or by disk (Zip 100 Macintosh formatted or CD)

Keep your resolution small. The image resolution in our paper is **170 dpi**. Higher resolution will not output properly for newsprint reproduction. Print process: Offset. Halftone screen: **85 line screen**.