

Deacon Digest Advertising Rates in 2010

These are rates for first five issues – see other side for Special November/December issue

ADVERTISING RATES

ALL ADS ARE FOUR-COLOR.

All prices are Net 30 Days.

	1X	2X	*5X
Back cover	\$1,700	\$1,650	\$1,360
Pages 2, 3	\$1,500	\$1,450	\$1,200
Full page	\$1,400	\$1,350	\$1,120
1/2 page	\$1,100	\$1,050	\$880
1/3 page	\$900	\$850	\$720
1/6 page	\$700	\$650	\$560

***5X rate includes 20% discount off the 1X rate for same size ad!**

POLICIES

- Frequency discounts apply only on contracts fulfilled within one year from date of first insertion
- All advertising is subject to publisher's approval
- Cancellations not accepted after reservation date

Contact: ALT PUBLISHING CO.

502 George St. • De Pere, WI 54115
(920) 983-5326 • FAX: (920) 983-5328

Website: www.deacondigest.com

Email: jalt@deacondigest.com

DEADLINES

Issue Date:	Reservation Date:	Materials Due:	Issue Mailed:
January/February, 2010	October 15, 2009	October 30, 2009	December 1, 2009
March/April, 2010	December 1, 2009	December 15, 2009	February 1, 2010
May/June, 2010	February 1, 2010	February 15, 2010	April 1, 2010
July/August, 2010	April 1, 2010	April 15, 2010	June 1, 2010
September/October, 2010	June 1, 2010	June 15, 2010	August 1, 2010

AD SIZE

WIDTH

DEPTH

Full page	7"	9-5/8"
1/2 page (horizontal)	7"	4-3/4"
1/2 page (vertical)	3-3/8"	9-5/8"
1/3 page (horizontal)	7"	3-1/8"
1/3 page (vertical)	2-1/8"	9-5/8"
1/3 page ("box")	4-1/2"	4-3/4"
1/6 page (horizontal)	4-1/2"	2-1/4"
1/6 page (vertical)	2-1/8"	4-3/4"

MECHANICAL REQUIREMENTS

- * Publication size is 8-1/4 x 11 inches
- * Column depth is 9-5/8 inches
- * Three columns to a page
- * PDF document should be sized to include bleed, 1/8" on all sides
- * Include printed copy of ad
- * File formats accepted: QuarkXPress 5.0 or hi-res PDF
- * Pictures or art submitted as TIFF at 300 dpi – (will accept JPEG)
- * Screened pictures at 150 lpi
- * Save four-color ad images in CMYK format
- * **Email to** jalt@deacondigest.com **and to** filinegr@netnet.net

Advertising information for November/December 2010 issue on the other side