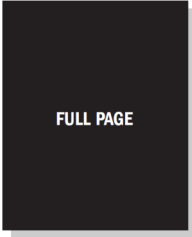
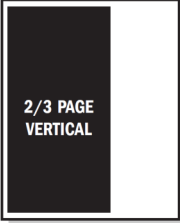
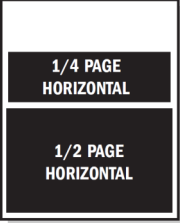
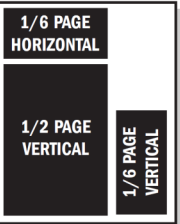
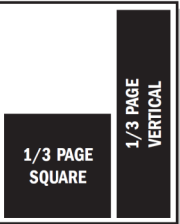


## 2016 Print Advertising Specifications and Prices

**PUBLICATION SIZE: 8 1/4" X 10 3/4"**

**DISPLAY ADVERTISING SIZES**

	SIZE	DIMENSIONS	DECIMAL	RATES
	Full page (non bleed)			Back Cover \$4,500
	Trim Size	8 1/4" X 10 3/4"	8.25" X 10.75"	Inside Front Cover \$2,995
	Live Area	7 1/4" X 9 3/4"	7.25" X 9.75"	Inside Back Cover \$2,895
				Facing Inside Front Cover \$2,695
	Full Page (bleed)			Opposite Table of Contents \$2,995
	Bleed size	8 1/2" X 11 1/4"	8.5" X 11.25"	Opposite Chairman's Message \$2,195
	Live area	7 1/4" X 9 3/4"	7.25" X 9.75"	Individual Full Page Ad \$1,995
	Two-Thirds Page (vertical)	4 3/4" X 9 3/4"	4.75" X 9.75"	\$1,695
	Half Page			
	Vertical	4 3/4" X 7 1/4"	4.75" X 7.25"	\$1,395
	Horizontal	7 1/4" X 4 3/4"	7.25" X 4.75"	\$1,395
	One-Third Page			
	Vertical	2 1/4" X 9 3/4"	2.25" X 9.75"	\$995
	Square	4 3/4" X 4 3/4"	4.75" X 4.75"	\$995
	One-Fourth Page (horizontal)	7 1/4" X 2 1/4"	7.25" X 2.25"	\$895
	One-Sixth Page			
	Vertical	2 1/4" X 4 3/4"	2.25" X 4.75"	\$695
	Horizontal	4 3/4" X 2 1/4"	4.75" X 2.25"	\$695
<b>Business Profile/Advertorial</b>				
	Full Page.....	450 words + 3 photos		\$1,995
	2/3 (vertical).....	350 words + 2 photos		\$1,695
	1/2 (vertical).....	300 words + 2 photos		\$1,395
	1/3 (vertical).....	250 words + 1 photo		\$995
<b>Directory Listing Ads (black &amp; white only)</b>				
	Full Page			\$1,895
	2/3 Page			\$1,595
	1/2 Page			\$1,295
	1/3 Page			\$895
	1/4 Page (horizontal)			\$795
	1/6 Page			\$595
<b>Directory Listing Enhancements</b>				
	Super Box.....	Box listing with logo + 5 lines of text		\$349
	Box Listing.....	Box listing with 5 lines of text		\$249
	Bold Listing.....	Listing bolded		\$129

### PREPARING YOUR FILES

**Accepted File Formats** include press quality PDF, eps, tif or jpg files. Be sure all embedded graphics are 300 dpi with fonts included. Flatten image. No layers. Be sure to include bleed area if required.

#### Color Settings

All colors must be CMYK. No RGB, Pantone or spot colors. All spot color should be converted to CMYK.

**Business Profile/Advertorial** placements are ads that read like an article. Please supply the appropriate amount of advertorial copy in MSWord. Please supply the appropriate number of high resolution photos separately. We will format the advertorial to look like an editorial article.

### SUBMITTING YOUR FILES

Please use the specifications provided. Make sure to include contact information, both email and phone number. Name the file with your company name.

Choose **ONE** of **TWO** options:

#### 1. Email Ad Files Smaller than 15Mb to [marlea@heb.org](mailto:marlea@heb.org)

We recommend placing all files in one folder, and then compressing the folder into a Zip file before emailing.

#### 2. Ad Files Larger than 15MB

Send files larger than 15MB through the free service:  
[www.wetransfer.com](http://www.wetransfer.com)

Artwork questions? Submit all files by Friday, September 18.  
Email [marlea@heb.org](mailto:marlea@heb.org) or call (817) 283-1521.

## kask.org | HIS CHAMBER OF COMMERCE | 9