### 2020 AD RATES

#### DEADLINES
- All print-ready ads are due noon on Friday before publication.
- Space reservation is due noon the prior Wednesday before publication.
- Color ads on a space-available basis for an additional cost of 20% above the net cost.
- Nonprofit discount of 15% for 501c3 and government organizations.
- Prepayment discount of 5% for contracts paid in full.
- Ad design is available for $50/hour

#### INSERTS
- Printed and stuffed in our paper of 10,000 to 15,000 copies
- Flyer insert, two sided 8.5in x 11in
- Four-page newspaper insert
- Prices vary based on project. Please call for a quote.

#### PAYMENT TERMS
- We accept major credit cards.
- No cash refunds. Prepaid refunds will be issued as ad credit.
- Billing for non-prepaid ads will be issued monthly.

#### NOTICE
- We cannot guarantee color accuracy and are not responsible for errors in print-ready ads. We cannot guarantee placement requests. We reserve the right to refuse to accept advertising.

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**Tech Specs**

Electronic submissions of print-ready ads of industry standard PDF or EPS files. Ads must be built to exact size with no crop marks, color key or excess white space surrounding. Embed all fonts, or convert text to outlines. Black and white ads must be in grayscale. Full color ads must be in CMYK format. Resolution should be 300 dpi. Color type less than 14 point will appear fuzzy. We recommend that all smaller text be in single color layer or black. Do not use reverse type (white letters on black, gray or color background) with fonts smaller than 12 point.