



ADVERTISING RATE CARD #25

Effective January 2018

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| UNIT SIZES | BLACK & WHITE RATES | | | | UNIT SIZES | BLACK & WHITE RATES | | | |
|-----------------------------|---------------------|-----|-----|-----|----------------------------|---------------------|-----|-----|-----|
| Add \$75 for colour | 1X | 4X | 6X | 12X | Add \$75 for colour | 1X | 4X | 6X | 12X |
| Full Page (9 3/4 x 15 1/2") | 550 | 525 | 500 | 475 | 1/4 Page (4 3/4 x 7 3/4") | 295 | 280 | 270 | 265 |
| 2/3 Page (9 3/4 x 10") | 475 | 450 | 425 | 400 | 1/6 Page (4 3/4 x 6 1/2") | 265 | 260 | 255 | 250 |
| 1/2 Page (9 3/4 x 8") | 400 | 395 | 375 | 350 | 1/8 Page (4 3/4 x 3 3/4") | 215 | 195 | 185 | 175 |
| 1/3 Page (9 3/4 x 5") | 395 | 390 | 375 | 370 | 1/16 Page (4 3/4 x 2 1/4") | 185 | 155 | 140 | 135 |

CLASSIFIED \$17.50 PER COLUMN INCH

MECHANICAL REQUIREMENTS.....

Column Width..... 1.41" Col. Depth..... 16"

Columns to Page..... 6"

Page Size Page..... 9.75" x 16"

Trim Size..... 10.75" x 17"

PREFERRED FORMAT.....

Adobe PDF or InDesign

PICTURE FORMAT

Minimum resolution 300 dpi; JPEG, TIFF, BMP, EPS

POSITION CHARGES.....

Outside Back Cover – add 10% to full page rate

Inside Back Cover – add 5% to full page rate

Inside Front Cover – add 5% to full page rate

TERMS OF PAYMENT.....

Credit to established accounts

Credit card payments accepted

ERRORS.....

SkyTalk's liability for errors shall not exceed the cost of that portion of the space occupied by the copy in error. In no case will SkyTalk assume any liability for loss resulting from any error in the ad.

Advertisers assume responsibility for providing copyright-free pictures in camera-ready ads.

Advertiser assumes liability if pictures submitted are deemed copyrighted.

FREQUENCY.....

Issued Monthly

Pub. Date

Closing

| | | |
|----------------|------------|------------|
| January/2018 | Jan 7/18 | Dec 20/17 |
| February/2018 | Feb 6/18 | Jan 25/18 |
| March/2018 | Mar 6/18 | Feb 22/18 |
| April/2018 | Apr 5/18 | Mar 22/18 |
| May/2018 | May 8/18 | Apr 22/18 |
| June/2018 | Jun 5/18 | May 27/18 |
| July/2018 | Jul 9/18 | Jun 24/18 |
| August/2018 | Aug 7/18 | Jul 26/18 |
| September/2018 | Sept 5/18 | Aug 26/18 |
| October/2018 | Oct 3/18 | Sept 16/18 |
| November/2018 | Nov 6/18 | Oct 25/18 |
| December/2018 | Dec 5/18 | Nov 22/18 |
| January/2019 | Jan 8/2019 | Dec 20/18 |

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