

Approximately 15,000 copies published monthly.  
 Approximately 78,000 readership monthly.  
 Approximately 40,000 unique digital readers each month.

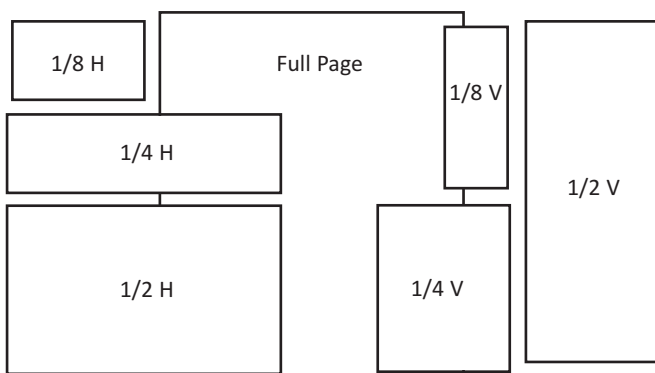
	(12 times)	(6 times)	(3 times)	(1 time)
BACK COVER	\$2,125	\$2,390	n/a	n/a
INSIDE BACK	\$1,730	\$1,849	n/a	n/a
INSIDE FRONT	\$1,995	\$2,255	n/a	n/a
PAGE 3 / PAGE 5	\$1,730	\$1,849	\$1,919	n/a
FULL PAGE	\$1,125	\$1,298	\$1,514	\$1,725
1/2 PAGE	\$838	\$898	\$1,044	\$1,190
1/4 PAGE	\$611	\$681	\$735	\$795
1/8 PAGE	\$324	\$362	\$384	\$399

**REPEAT DISCOUNT:** 1st ad - 1 x price      2nd ad - 20% discount  
 3rd ad - 30% discount      4th ad - 40% discount

Ads to be run consecutively and without change. Same discount applies to pick-up ads run in the Northside Sun Newspaper.

## SIZES & DIMENSIONS:

	WIDTH (in inches)	DEPTH
FULL PAGE (trim size)	9" (9.0)	x 10 3/4" (10.75)
FULL PAGE (bleed)	9 1/2" (9.5)	x 11 1/4" (11.25)
1/2 PAGE (horizontal)	7 7/8" (7.875)	x 4 5/8" (4.625)
1/2 PAGE (vertical)	3 7/8" (3.875)	x 9 1/2" (9.5)
1/4 PAGE (horizontal)	7 7/8" (7.875)	x 2 1/4" (2.25)
1/4 PAGE (vertical)	3 7/8" (3.875)	x 4 5/8" (4.625)
1/8 PAGE (horizontal)	3 7/8" (3.875)	x 2 1/4" (2.25)
1/8 PAGE (vertical)	1 7/8" (1.875)	x 4 5/8" (4.625)



## ADVERTISING SPECIFICATIONS

**DIGITAL DATA** is required for all ad submissions

**PUBLICATION TRIM SIZE:** 9" by 10 3/4"

**PRINTING METHOD:** Web offset, printed at 133 line screen.

**BINDING:** Perfect Bound

**COLOR REPRODUCTION:** CMYK Process. (Ads are reproduced in "pleasing color." We strive to match our clients' color specifications but do not guarantee a perfect color match.)

### DOCUMENT CONSTRUCTION:

- For full page ad, the bleed color or image must extend 1/4" beyond trim size on each side (bleed). All text or images must be at least 1/4" inside the final trim size (live area). Fractional ads do not bleed. Build fractional ads to given size specifications.
- All high resolution images, artwork and fonts must be included when the PostScript file is written.
- Use stylized fonts only. DO NOT apply style attributes to fonts.
- All color must be CMYK (process color) - no spot or pantone.
- Total area density should not exceed the SWOP (Standards for Web Offset Publications) standard of 300% in any area.
- All images should be placed at no more than 100% of size at 300 dpi (dots per inch).
- Images must be EPS, TIFF or JPEG maximum quality. Convert all fonts to outlines on EPS files.
- Digital ads are only accepted as PDF, TIFF, EPS, JPEG maximum quality or collected QuarkXPress files. Other formats, such as Publisher or Word, cannot be accepted.

### FILE FORMATS:

- PDF is the preferred file format for digital ad submission. Instructions for proper document construction must be followed to ensure correct output. All high-resolution images and fonts must be embedded in the PDF. High-resolution PDFs should be created through your design program and then distilled to a PDF.
- TIFF files must be flattened. Image size must be 300 dpi placed at 100% size. Image mode must be CMYK.
- PostScript files saved from QuarkXPress: Instructions for creating these files may be obtained from your Northside Sun account executive. Minimum resolution of 300 dpi is required for high quality print.

## FOR MORE INFORMATION CONTACT YOUR NORTHSIDE SUN REP

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## FOR ADVERTISING INFORMATION

Contact the Northside Sun at 601.957.1122 or email [jennifer@northsidesun.com](mailto:jennifer@northsidesun.com) or [sun@northsidesun.com](mailto:sun@northsidesun.com)