

Approximately 15,000 copies published monthly.
 Approximately 78,000 readership monthly.
 Approximately 45,000 unique digital readers each month.

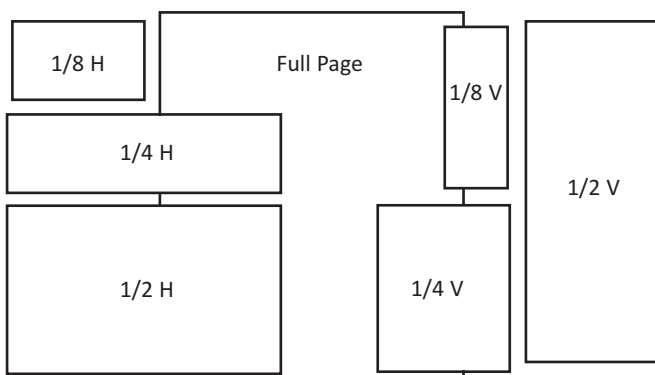
	(12 times)	(6 times)	(3 times)	(1 time)
BACK COVER	\$2,125	\$2,390	n/a	n/a
INSIDE BACK	\$1,730	\$1,849	n/a	n/a
INSIDE FRONT	\$1,995	\$2,255	n/a	n/a
PAGE 3 / PAGE 5	\$1,730	\$1,849	\$1,919	n/a
FULL PAGE	\$1,125	\$1,298	\$1,514	\$1,725
1/2 PAGE	\$838	\$898	\$1,044	\$1,190
1/4 PAGE	\$611	\$681	\$735	\$795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

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