

mid-city press.com

ADVERTISING RATE CARD

Contract Rates are based on frequency and size. To earn contract rates, advertisements must appear in consecutive editions. Contracts not run to completion will be short-rated (meaning costs for completed insertions will be readjusted at the higher/less frequency rate). **New advertisers must make payment in advance for first ad.** For further information call 323-667-9897.

Circulation: 25,000 total

Contract Rates: 3x 6x 12x

Full Page \$800 \$700 \$620
(80 Column Inches)

Half Page \$625 \$500 \$450
(40 Column Inches)

Quarter Page \$350 \$300 \$250
(20 Column Inches)

Eighth Page \$250 \$200 \$175
(10 Column Inches)

2 x 2 \$120 (per edition)
(4 Column Inches)

Open Rate (Non Contract)
Cost per Column Inch:

<u>Inches</u>	<u>Cost Per Inch</u>
10 thru 19	\$30.00
20 thru 39	\$26.26
40 thru 59	\$23.75
60 thru 80	\$21.25



Ad Requirements:

Tabloid newspaper: page size is 10 ¼ by 16 inches. Five columns per page. One column is 1.8 inches wide; 2 columns is 3.85 inches wide; 3 columns is 5.9 inches wide; 4 columns is 7.95 inches wide; 5 columns is 10 inches wide. Files can be submitted in PDF, JPEG, TIFF or PSD format. Please prepare all support files (fonts, eps/tiff files) or prepare as "fully embedded." Bleeds not allowable.