

Flyer Advertising Sizes & Rates

Display Advertising Rates

Sample Size Options* <i>(Column Width x Height in Inches)</i>	B/W Cost	Color Cost
1 column x 3" _____	19.00	CALL
1 column x 5" _____	22.00	CALL
1 column x half (7-1/2"h) _____	29.00	CALL
1 column x 10" _____	36.00	CALL
1 column x 15" _____	31.00	CALL
2 column x 3" _____	32.00	CALL
2 column x 5" _____	43.00	CALL
2 column x half (7-1/2"h - qtr pg) _____	58.00	116.00
2 column x 10" _____	73.00	145.00
2 column x 15" _____	102.00	203.00
3 column x 3" _____	48.00	CALL
3 column x 5" _____	65.00	130.00
3 column x half (7-1/2"h) _____	87.00	174.00
3 column x 10" _____	109.00	218.00
3 column x 15" _____	152.00	305.00
4 column x 3" _____	64.00	127.00
4 column x 5" _____	87.00	174.00
4 column x half (7-1/2"h - half pg) _____	116.00	232.00
4 column x 10" _____	145.00	290.00
4 column x 15" (full pg) _____	203.00	406.00

*Other sizes are available - please call. See width sizes below. Camera-ready ads not within these dimensions will be placed in a size that is nearest the ad's dimension & will be charged according to the adjusted size.

- 1 column = 2-3/8" wide
- 2 columns = 4-15/16" wide
- 3 columns = 7-7/16" wide
- 4 columns = 10" wide

Full Page 15"H x 10"W
Half Page 7-1/2"H x 10"W

Ad placement: Requests can be made, but we cannot guarantee placement. Guaranteed placement: \$450 surcharge for requested page placement. Some pages are not available.

Camera-Ready Ads

Ads are considered "camera ready" when they are:

- 1) The correct ad size, and
- 2) Are saved in one of these three formats - recommended at 200 dpi resolution: **PDF, EPS, and TIFF**
- 3) Color Ads must be saved in a CMYK format

After reserving your space, **email** your ads to:
fairwoodflyer@yahoo.com

We cannot be responsible for any unexpected changes to your ad as a result of resizing and resolution issues, so please be sure to size ads correctly.

Design Services

Advertising/Design Services

Graphic Design Services: \$60/hour, charged in 15-minute increments. 30-minute minimum and must be paid by the first of the month prior to publication.

Corrections to ads must be returned within two calendar days after proof is sent. After that time, ad will be considered correct and will be printed as is. Corrections will always be attempted, however. Publisher will not be liable for errors in advertising exceeding the cost of the space for the ad.

Credit Terms

Due Date: New account advertisements must be prepaid by the first of the month prior to publication until credit is approved. **Holidays & weekends do not change this deadline.**

Ad Design: Advertising design is an independent service and is due regardless of whether the ad is printed. See previous section for those services.

Prepayment Discounts:

12 consecutive months: 10% discount
6 consecutive months: 5% discount
Please call to arrange for these discounts.

Deadlines

Camera-Ready Ad Reservations: Third Friday of the month. **Camera Ready Ads are due on or before the 28th day** of the month prior to publication.

Ads requiring graphic design work: Second Friday of the month. Corrections to ads must be returned within **two calendar days** of proof receipt.

Cancellations: 12 noon on the 28th day of the month prior to publication - submit via email to editor@fairwoodflyer.com.

Deadlines subject to change.

Publisher Policies

In an effort to reduce paper flow, we are focused on paperless business transactions in an almost paperless office environment. Therefore, we encourage our advertisers to send all correspondence electronically. Please obtain a free copy of Adobe Acrobat Reader to view our correspondence which will primarily be in pdf format (Acrobat Reader will allow you to easily read and print these documents).

Obtain your free copy of Adobe Acrobat Reader at:
www.adobe.com/products/acrobat/readstep2.html

The publisher reserves the right to refuse any advertising or editorial material.

Ads that appear to be editorial copy must contain the words "Paid Advertisement" in at least 8 point type at the top and bottom of the ad. As a rule, informational stories/columns written by advertisers will not be accepted. We encourage customers to purchase advertising spaces for these purposes.

Colors and resolution issues are handled with the greatest of care; we will do everything we can to make your ad look the best it can. The owner also has the responsibility to provide us with the best resolution possible. Publisher will not be liable for errors in advertising exceeding the cost of the space for the ad.

The publisher will not be liable for any costs because of ads omitted in error or be liable for errors in advertising exceeding the cost of the space for the ad.