RETAIL ADVERTISING RATES

DISPLAY ADVERTISING

ADVERTISING RATES PER COLUMN INCH

	MARIN SCOPE	ROSS VALLEY REPORTER	TWIN CITIES TIMES	NEWS POINTER	MILL VALLEY HERALD	ALL PAPERS
OPEN RATE	$18.00	$20.00	$20.00	$20.00	$20.00	$32.00
4 TIMES	$17.00	$19.00	$19.00	$19.00	$19.00	$29.00
9 TIMES	$16.00	$18.00	$18.00	$18.00	$18.00	$27.00
12 TIMES (Monthly)	$15.00	$17.00	$17.00	$17.00	$17.00	$25.00
26 TIMES	$14.00	$16.00	$16.00	$16.00	$16.00	$22.00
NATIONAL RATE	$22.00	$23.00	$23.00	$23.00	$23.00	$36.50

TERMS

Marin Scope Community Newspapers does not charge for ad layout, design or typesetting.

A $50.00 per hour charge is applied for difficult composition.

ERRORS The publisher assumes no responsibility for typographical errors or for omissions of copy. Credit for errors shall not exceed that portion of space occupied by such error.

MECHANICALS

Column width	Inches	Picas
1 Column	$1.3" = 1^{5/16}"$	8
2 Columns	$2.8" = 2^{13/16}"$	16.5
3 Columns	$4.25" = 4^{1/4}"$	25.5
4 Columns	$5.75" = 5^{3/4}"$	34.5
5 Columns	$7.2" = 7^{3/16}"$	43
6 Columns	$8.7" = 8^{11/16}"$	52
7 Columns	$10.2" = 10^{1/8}"$	61
8 Columns	$11.625" = 11^{5/8}"$	70

Sample ad sizes	Ad Size	Total Col.inches
1/4 Page Vert.	4 col. x 10.5"	42 col. inches
1/2 Page Horiz.	8 col. x 10.5"	84 col. inches
Full Page	8 col. x 21"	168 col. inches

FULL COLOR: Add $300

DISPLAY CLASSIFIED

BUSINESS DIRECTORY
1 - 4 INSERTIONS .... $25.00 per col. inch
6 MONTH CONTRACT .... $20.00 per col. inch

COMMUNITY CLASSIFIED..... 85¢ per word

INSERTS   Call for the rates

DEADLINES
Display advertising space reservations
- **Wednesday 12 noon**
Classified advertising insertions - **Thursday 3:00 pm**

CREDIT - All new advertisers must pay for advertising in advance until credit is established.

MARINSCOPE
COMMUNITY NEWSPAPERS

Ad submission and File format

Digital submission

We accept ads in Quark, Acrobat PDF, and Illustrator EPS file formats in PC formatted CD, floppy disk, Zip disk, or via e-mail. When you e-mail your ad, please put the name of your sales person or production person in the subject column. In the main text, please put the name of the advertiser, your name and contact number, so we can reach you. We can receive e-mail up to 8MB. We don't recommend you make an ad completely in Photoshop due to the resolution and color issues. Please fax us a hard copy of your ad.

Quark files

If you have a logo or image in your ad, the original file has to be sent with the Quark file. For logo and images, we accept Illustrator EPS, Photoshop Tiff or JPEG. Photographic images have to be 170dpi grayscale or CMYK color. For the black & white line art images, please save as 500dpi line art Tiff. For JPEG files, choose the maximum quality for the image compression option. If you are using unusual fonts, please call us, or send the font with your ad.

Illustrator EPS files

All fonts have to be outlined. Use CMYK color. If there is any placed image, please embed them.

Acrobat PDF files

We can receive PDF file generated from Quarkxpress, PageMaker, Photoshop, Illustrator. Please embed all the fonts, and use only CMYK images for the color images. We can't use PDF files generated from Microsoft Word or Microsoft Publisher.

For Mac files

Please re-name your file in 7 figures or less, and add an extension as noted below, at the end of the name, so our PC can read your Mac file.

Quark file: .qxd	Illustrator EPS file: .eps
Tiff file: .tif	Acrobat PDF file: .pdf
JPEG file: .jpg	

PCs can't use Mac fonts. Please ask us if we have the font you are going to use before you send the ad, or we will match with the similar font against your hard copy.

About Word files

We accept word files if your ad is text only. Please send images and logos separately as noted in the Quark files section above.

Ross Valley Reporter • Twin Cities Times • News Pointer • Marin Scope • Mill Valley Herald