

The **Observer** Media Project

2016 Advertising Rates & Specs

Your rate includes FREE 4-color

Rates subject to change without prior notice | Rate does not include design

PRICE PER INSERTION							
Advertisement Size & Format	1 time each	3 times each	6 times each	12 times each	Non-Profit Rate	Partner/24 times each	
Full Page	\$1,920	\$1,728	\$1,536	\$1,344		\$960	
Specifications	9.5" Wide x 15.25" High		(9 1/2 x 15 1/4)				
1/2 Page	\$960	\$864	\$768	\$672	See separate Not-for-Profit rate sheet	\$480	
Horizontal Format	9.5" Wide x 7.5" High		(9 1/2 x 7 1/2)				
Vertical Format	4.63" Wide x 15.25" High		(4 5/8 x 15 1/4)				
Island Format	7.13" Wide x 9.38" High		(7 1/8 x 9 3/8)				
1/4 Page	\$480	\$432	\$384	\$336			\$240
Horizontal Format	9.5" Wide x 3.5" High		(9 1/2 x 3 1/2)				
Vertical Format	4.63" Wide x 7.5" High		(4 5/8 x 7 1/2)				
1/8 Page Banner	\$310	\$275	\$245	\$217			\$145
Specifications	9.5" Wide x 1.75" High		(9 1/2 x 1 3/4)				
1/8 Page Standard	\$240	\$216	\$192	\$168			\$120
Horizontal Format	4.63" Wide x 3.5" High		(4 5/8 x 3 1/2)				
Vertical Format	2.13" Wide x 7.5" High		(2 1/8 x 7 1/2)				
1/16 Page	\$120	\$108	\$96	\$84		\$60	
Horizontal Format	4.63" Wide x 1.75" High		(4 5/8 x 1 3/4)				
Vertical Format	2.13" Wide x 3.5" High		(2 1/8 x 3 1/2)				

Machine Insert (10.5" x 8" max)
\$110 per 1,000

Hand Insert (cd, booklet, etc...)
\$197 per 1,000

INSERT RATES DO NOT INCLUDE THE COST OF DESIGN, PRINTING/PRODUCTION.

Add 10% for special positioning

Creative specifications

Provide final ad in PDF format
Set colors at 4-color process, CMYK

Save PDF as "Press Quality" at 300 dpi
Embed or convert all text to outline

Completion of terms: Discounts are earned by completion of frequency. If a program is not completed, we reserve the right to rebill all ads that have run for the difference between the rate paid and the single insertion rate.

The Observer Media Project
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