

The **Observer** Media Project

2016 Not-for-Profit Advertising Rates & Specs

Price does not include ad design | Documentation of non-profit status is required

Rates subject to change without prior notice

Advertisement Dimensions	Full Rate (For-Profit)	Non-Profit 4-Color	Non-Profit Black & White	Lowest Rate
Frequency	1x	Price per insertion (1x-23x)		Requires 24x contract
Full Page	\$1,920	\$1,152	\$1,112	\$960
Specifications		9.5" Wide x 15.25" High (9 1/2 x 15 1/4)		
1/2 Page	\$960	\$576	\$546	\$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	\$288	\$263	\$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	\$200	\$180	\$145
Specifications		9.5" Wide x 1.75" High (9 1/2 x 1 3/4)		
1/8 Page Standard	\$240	\$155	\$140	\$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	\$77	\$67	\$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)		

Add 10% for special positioning

Creative specifications

Provide final ad in PDF format

Save PDF as "Press Quality" at 300 dpi

Set colors at 4-color process, CMYK

Embed or convert all text to outline

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