

# The Pelham Weekly

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## Display Advertising Rates

DEADLINE IS FRIDAY BEFORE FRIDAY PUBLICATION DATE

<i>Number of Ads</i> .....	1	6 in 3 months	Non-profit
(standard sizes below/other sizes available)			
<b>Full</b> .....	\$470 <sub>each</sub>	\$420 <sub>each</sub>	\$375 <sub>each</sub>
10" wide x 13" tall			
<b>Half</b> .....	\$260 <sub>each</sub>	\$210 <sub>each</sub>	\$200 <sub>each</sub>
10" x 6.25" or 7-3/8" x 9"			
<b>Quarter</b> .....	\$160 <sub>each</sub>	\$145 <sub>each</sub>	\$145 <sub>each</sub>
4.75" x 6.25"			
<b>Eighth</b> .....	\$100 <sub>each</sub>	\$90 <sub>each</sub>	\$90 <sub>each</sub>
3.5" x 4" (double biz card)			
<b>Sixteenth</b> .....	\$55 <sub>each</sub>	\$50 <sub>each</sub>	\$50 <sub>each</sub>
3.5" x 2" (biz card)			

Business & Professional Ads (3.25" x 1"):  
\$20 per issue but minimum commitment 6 times in 3 mos.

**Internet Ads \$15 per week**  
[www.pelhamweekly.com](http://www.pelhamweekly.com)

ALL RATES EFFECTIVE JANUARY 2010

### MECHANICAL REQUIREMENTS

Column height ..... 13 inches  
 Column width ..... 2.25 inches  
 Columns per page..... 4 with 1/4 gutter between each  
 Halftones ..... 100 line screen  
 No RGB in PDF submissions (CMYK only) with embedded fonts.

### COLOR (no change):

Full Color: Full page, add \$275; Half page, add \$150,  
 Qtr page, add \$100  
 One Spot Color: Full page add \$75, Half page add \$50,  
 Qtr page add \$25

**INSERTS** (8.5 x 10 flyers must be folded to fit):  
 Cost \$260 per issue (you supply 2,600 flyers)