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Street Address:

105 Woodward Ave.  
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**Rate Card #35**

**RATE CARD**

**Effective 8-1-11**

| Ad Size     | Open (1-3x) |      | 4x      |      | 6x      |      | 10x     |      |
|-------------|-------------|------|---------|------|---------|------|---------|------|
|             | 4-Color     | B&W  | 4-Color | B&W  | 4-Color | B&W  | 4-Color | B&W  |
| Full Page   | 2100        | 1600 | 1875    | 1375 | 1760    | 1260 | 1600    | 1100 |
| Junior Page | 1650        | 1200 | 1475    | 1000 | 1400    | 900  | 1375    | 825  |
| 1/2 Page    | 1500        | 1025 | 1350    | 850  | 1260    | 760  | 1150    | 650  |
| 1/4 Page    | 750         | 500  | 690     | 450  | 665     | 415  | 625     | 375  |
| 1/8 Page    | 580         | 380  | 545     | 350  | 515     | 315  | 465     | 275  |
| 1/16 Page   | 460         | 310  | 425     | 275  | 395     | 245  | 360     | 210  |
| Back Page   | 2520        | 1920 | 2250    | 1650 | 2095    | 1500 | 1925    | 1325 |
| 2 Pg Spread |             | 2500 |         | 2200 |         | 2000 |         | 1750 |

5% Discount on all pre-paid display advertisements

**MECHANICAL REQUIREMENTS**

|                     | Width (in.) |   | Height (in.) |                     | Width (in.) |   | Height (in.) |
|---------------------|-------------|---|--------------|---------------------|-------------|---|--------------|
| Full Page           | 9.5         | x | 14           | 1/4 Page Vertical   | 4.65        | x | 6.875        |
| Junior Page         | 7.08        | x | 11           | 1/4 Page Horizontal | 9.5         | x | 3.325        |
| 1/2 Page Regular    | 7.08        | x | 9.5          | 1/8 Page Vertical   | 2.3125      | x | 6.875        |
| 1/2 Page Vertical   | 4.625       | x | 14           | 1/8 Page Horizontal | 4.625       | x | 3.25         |
| 1/2 Page Horizontal | 9.5         | x | 6.875        | 1/16 Page           | 2.3125      | x | 3.325        |

**Special Provisions**

**Advertising Agencies:** 15% discount to recognized agencies if payment is received within 45 days of invoice date.

**Press:** Web Offset

**Pre-printed inserts:** \$0.12 each, single page, one or two side printing, 8 1/2 x 11 in.

**Creative Services:** Ad design available at hourly rates.

**Classified Advertisements:** \$6.00 per line, pre-paid; 5-line minimum.

**Display Classified:** One column by two inches – \$75.00, each additional inch – \$30.00.

The Restaurant News of the Rockies is published monthly. For advertisements, display or classified, the deadline for reservations is generally the 8th of the month for the following month's issue. Ads are due the 12th of the month.