

SAVE up to 20%!

Call your Inquirer and Mirror advertising representative today at 508 228-0001

FULL COLOR ADVERTISING RATES: **BEST BUY**

Ad Size	Single Issue	6 Issues 20%	3 Issues 15%	2 Issues 5%
Full Page	\$2,342	\$1,952	\$1,991	\$2,225
1/2 Page	\$1,230	\$1,025	\$1,045	\$1,168
1/3 Page	\$856	\$685	\$727	\$813
1/4 Page	\$642	\$513	\$546	\$610
1/6 Page	\$427	\$342	\$364	\$406

BLACK & WHITE ADVERTISING RATES: **BEST BUY**

Ad Size	Single Issue	6 Issues 20%	3 Issues 15%	2 Issues 5%
Full Page	\$1,642	\$1,313	\$1,396	\$1,559
1/2 Page	\$1,052	\$840	\$894	\$999
1/3 Page	\$547	\$438	\$466	\$520
1/4 Page	\$411	\$329	\$349	\$390
1/6 Page	\$274	\$219	\$274	\$260

COVER RATES:

**10%
Premium
Placement
for July & August**

All covers are for full color advertisements only and are a 6 time buy - 20% down payment required

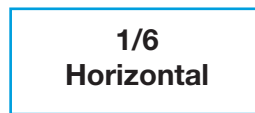
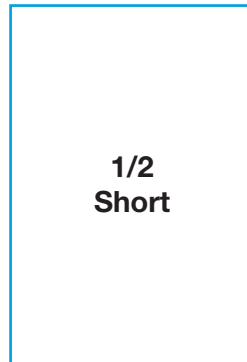
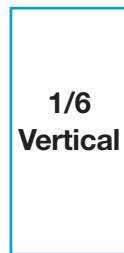
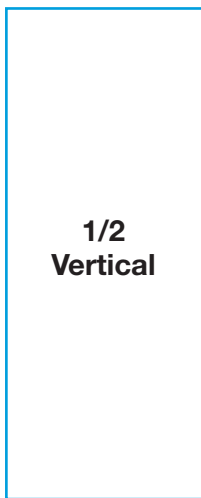
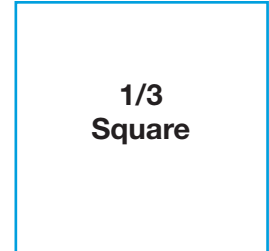
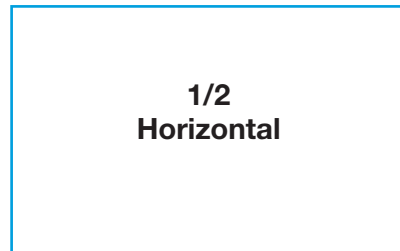
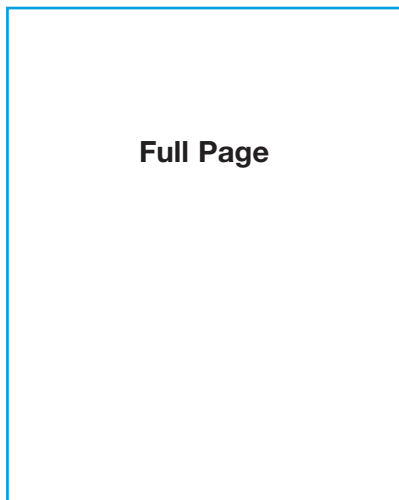
Cover Position

Inside Front
SOLD
Back Cover

• Bills are sent monthly and are payable Net 30 days after the date of invoice. A 1.5% monthly interest will be charged on any unpaid balance over 30 days. New advertisers may be required to pre-pay for their first insertion.

Rates effective 1/1/14 through 12/31/14

2014 Ad Sizes



2014 Ad Sizes

Size	Width	Height
Covers		
Bleed	9.25"	11.125"
Trim	9.00"	10.875"
Full page		
Bleed	9.25"	11.125"
Non-Bleed	8.00"	9.875"
1/2 Vertical	3.90"	9.875"
1/2 Horizontal	8.00"	4.855"
1/2 Short	5.275"	7.345"
1/3 Vertical	2.555"	9.875"
1/3 Square	5.275"	4.855"
1/4 Square	3.90"	4.855"
1/6 Vertical	2.555"	4.855"
1/6 Horizontal	5.275"	2.355"

Camera Ready Ads: We accept only Mac compatible digital files. For PDF files (preferred) all fonts must be embedded, color as CMYK, NOT spot or RGB and resolutions are NOT to be downsampled. There will be a charge for any digital ads which are submitted incorrectly and need to be corrected. Photoshop and Illustrator files should be saved in .TIFF or .EPS format. Photos and Logos should be 300 DPI. Line art should be 1200 DPI. We do not accept PageMaker or InDesign ads. All ads must be accompanied by laser proofs.

Layout and production charges: For advertisers without camera-ready material, the Inquirer and Mirror provides professional services for creating ads at \$75 per hour, one hour minimum. Color images will be scanned at the following rates: (sizes are final sizes as image appears in advertisement) 3 x 4 inches or less \$78, 4 x 5 inches \$93, 5 x 7 inches \$108, 6 x 9 inches \$123, 8 x 10 inches \$145. Black and white images will be scanned for \$50 each.

Preferred placement: Special positions are guaranteed when available, on a no cancellation basis at a 20% premium. General positioning is at the discretion of the publisher.

General terms: If multi-rate contracts are not fulfilled, the client will be rebilled at a 1x rate. Publisher reserves the right to reject or cancel any advertising for any reason at any time. All rates shown are net rates.

Advertising deadlines are as published. If an ad is scheduled for a given issue and the material is not received by the issue ad deadline, the most recently run ad will be repeated and the customer will be charged.

2014 Advertising Deadlines

SPRING - LIVING WELL

Space reservation & copy: February 13
On sale date: April 4

JUNE - RESTAURANTS & FILM FESTIVAL

Space reservation & copy: April 10
On sale date: May 21

JULY - GATEWAY TO SUMMER/BEST OF NANTUCKET

Space reservation & copy: May 8
On sale date: June 26

AUGUST - ON THE WATER

Space reservation & copy: June 12
On sale date: July 30

FALL - INTO THE FALL

Space reservation & copy: July 17
On sale date: August 26

WINTER - HOLIDAY/PHILANTHROPY

Space reservation & copy: September 18
On sale date: October 30