

PGN Philadelphia Gay News



2011 REGIONAL RATES B&W (GROSS)

AD SIZES	1X	4X	8X	16X	26X
BACK PAGE	\$1,535.33	\$1,238.85	\$1,189.43	\$1,140.02	\$1,090.61
PAGE 2, 3 or SCENE PAGE	\$1,385.33	\$1,088.85	\$1,039.43	\$990.02	\$940.61
TABLE OF CONTENT HALF PAGE	\$767.66	\$690.89	\$621.80	\$559.62	\$503.66
FULL PAGE	\$1,235.33	\$938.85	\$889.43	\$840.02	\$790.61
THREE-QUARTER PAGE	\$926.50	\$718.81	\$680.98	\$643.14	\$605.31
HALF PAGE	\$617.66	\$498.77	\$472.52	\$446.26	\$420.01
THREE-EIGHTH PAGE	\$525.01	\$434.22	\$411.37	\$388.51	\$365.66
THIRD PAGE	\$432.36	\$369.67	\$350.22	\$330.76	\$311.30
QUARTER PAGE	\$308.83	\$264.05	\$250.16	\$236.25	\$222.36
SIXTH PAGE	\$216.18	\$205.37	\$194.57	\$183.76	\$172.95
EIGHTH PAGE	\$154.42	\$146.70	\$138.98	\$131.25	\$123.53

DIRECTORY Rates (8-week run)	Single: \$200	Double: \$400	Quad: \$700
B&W ONLY	Size: 1.975 X 2	Size: 3.975 X 2	Size: 3.975 X 3.975
		Size: 2 X 3.975	

FOOD & DRINK GUIDE: Full Color	Introductory Price: \$500.00	Size: 3.25" X 3.25"
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DIMENSIONS	Width X Height		Width X Height
FULL PAGE	10.125 X 11.35	THIRD PAGE	5 X 7.45
THREE-QUARTER PAGE	7.5625 X 11.35	QUARTER PAGE	2.4375 X 11.35 5 X 5.6 10.125 X 2.75
HALF PAGE	5 X 11.35 10.125 X 5.6	SIXTH PAGE	5 X 3.6
THREE-EIGHTH PAGE	7.5625 X 5.6	EIGHTH PAGE	2.4375 X 5.6 5 X 2.75

ADVERTISING GUIDELINES

Frequency: Weekly

Published: Every Friday

Ad Deadline: Every Thursday at 2 p.m. and Camera Ready Every Monday at 10 a.m. the week prior to insertion

Line Screen: 110 lpi

Image/Artwork/Logo: 300 dpi TIFF or JPG

File format: Acceptable formats include PDF, TIFF, JPG or EPS (convert all fonts to paths and embed artwork)

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