

PGN Philadelphia Gay News

2011 NONPROFIT RATES B&W AND COLOR

AD SIZES	GROSS B&W RATE	NONPROFIT B&W	NONPROFIT COLOR
BACK PAGE	\$1,535.33	\$1,151.50	\$1,251.50
PAGE 2, 3 or SCENE PAGE	\$1,385.33	\$1,039.00	\$1,139.00
FULL PAGE	\$1,235.33	\$926.50	\$1,026.50
THREE-QUARTER PAGE	\$926.50	\$694.88	\$794.88
HALF PAGE	\$617.66	\$463.25	\$563.25
THREE-EIGHTH PAGE	\$525.01	\$393.76	\$493.76
THIRD PAGE	\$432.36	\$324.27	\$424.27
QUARTER PAGE	\$308.83	\$231.62	\$331.62
SIXTH PAGE	\$216.18	\$162.14	\$262.14
EIGHTH PAGE	\$154.42	\$115.82	\$215.82

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. week prior 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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