

The Skyline View

National Advertising Rates

Description	Size	Rates
Full Page	5 col (10.0") W x 16.0" H 5	\$550.00
Half Page (H)	col (10.0") W x 8.0" H 3 col	\$275.00
Large Quarter Page (V)	(5.9375") W x 8.0" H 2 col	\$180.00
Small Quarter Page (V)	(3.875") W x 8.0" H 5 col	\$120.00
Quarter Page (H)	(10.0") W x 4.0" H	\$150.00

Discounts

Print Frequency Discounts

2 Issues	10 percent
4 Issues	15 percent
6 Issues	20 percent
8 Issues	30 percent

Online Frequency Discounts

2 Week	10 percent
1 Month	15 percent
2 Month	20 percent
3 Month	30 percent

Size Restrictions & Color

- Minimum size of 10 column inches.
- Ads more than 14.0" in height will be billed at the full page height of 16.0".
- Color is an additional \$100 on top of the prices above.

Basic Creative Requirements For a Print Ad

- PDF/JPEG/PSD File Format
- All images should be 200-300 dpi
- Color images must be in CMYK format
- Black and white images must be in grayscale

Digital Advertising Rates

Ad Location & Size Length Rate

Header Large: 728 W x 90 H px	Week	\$140		\$16
	Bi-Weekly	\$160		
	Month	\$190		
Header Small: 205 W x 90 H px	Week	\$120		\$19
	Bi-Weekly	\$140		
	Month	\$170		
Footer Large: 728 W x 90 H px	Week	\$140		\$16
	Bi-Weekly	\$160		
	Month	\$190		
Footer Small: 205 W x 90 H px	Week	\$120		\$19
	Bi-Weekly	\$140		
	Month	\$190		
Box Size: 320 W x 213 H px	Week	\$90		
	Bi-Weekly	\$110		
	Month	\$140		