

# MECHANICALS & RATE CARD #15c

All **Newsstand VORG** Advertising runs for 6 months, either Jan-June or July-December

## PRINT ADVERTISING SPECIFICATIONS & RATES

PRINT AD TYPE	WIDTH	HEIGHT	RATE
1/6 Page	3.75"	1.5"	\$150.00
1/4 Page	3.75"	2.25"	\$250.00
1/2 Page	3.75"	4.5"	\$425.00
Inside Front Cover	4.5"	9.75"	\$900.00
Full Page Pre "Contents"	3.75"	9.0"	\$850.00
Full Page	3.75"	9.0"	\$800.00
Center 2 Page Spread	8.0"	9.0"	\$1,400.00
Center Left Full Page	3.75"	9.0"	\$825.00
Center Right Full Page	3.75"	9.0"	\$850.00
Inside Back Cover	4.5"	9.75"	\$875.00
Back Cover	4.5"	9.75"	\$999.00

**Bold and Shaded 'Listing' \$50.00**

**FREE** All Print Ads receive a FREE 'Pointer' to your Ad as the last line of your FREE Listing.  
**FREE** We'll BOLD & SHADE your FREE Listing with each run of your 1/2 page or larger Print Ad.

**All Print Ads must meet the following criteria:**

- Print ad should be formatted in any of the following: TIFF, JPEG, PDF or Adobe Illustrator (ai) with outlined fonts
- All artwork should be CMYK and 300 DPI
- Acceptable formats for submission are CD, e-mail or Downloadable
- Provide a color hard copy of all artwork for reference
- "Safe TEXT Area" i.e. Center Spread, Inside Front or Back Covers and Back Cover is 3.5" x 8.75" for Safe TEXT Area

**VORG Online** Advertising may start on any day you wish and then runs for 6 months

## ONLINE ADVERTISING SPECIFICATIONS & RATES

ONLINE AD TYPE	WIDTH	HEIGHT	RATE
Gateway to Regions – Web Banner	468px	60px	\$250.00
Gateway to Regions – Small Rectangle	180px	150px	\$150.00
Single Region – Web Banner	468px	60px	\$350.00
Single Region – Homepage – Large Rectangle	300px	250px	\$250.00
Single Region – Single Category – Small Rectangle	180px	150px	\$75.00

**Online 'Listings Plus' \$50.00**  
 The Online 'Listings Plus' includes a vital Web-Link to YOUR website and standard 'Listing' information. Below your standard 'Listing', you'll provide and we'll place in a shaded area a '45 word' description of your services. Find examples of other 'Listings Plus' at [www.VoiceOverResourceGuide.com](http://www.VoiceOverResourceGuide.com)

**All ONLINE Ads must meet the following criteria:**

- Ad should be formatted in any of the following: JPEG, GIF, animated GIF, or Flash SWF
- All artwork should be RGB and at least 72 DPI
- All Ads must be less than 50KB

If Print or Online Ad criteria is not met, there will be additional charges.

Any questions concerning these requirements, please call (818) 508-7578 and ask for our on-staff Graphic Design Department.

All space contracted must be used by final month of 2016 after publisher's receipt of contract INSERTION ORDER. All contents of ads are subject to publisher's approval and may be rejected in whole or in part. Publisher is not liable if for any reason it becomes necessary to omit an ad. Publisher should be advised of any errors in an ad at time of publication. Publisher's liability is limited to first printed insertion in which error occurs. Publisher's liability for any error will not exceed the charge for the ad in question. Publisher is not liable for failure to perform or delay in performance caused by acts beyond the Publisher's control.

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Questions? Please call ► **818.508.7578**