

# The Monmouth MESSAGE

**Mc Pubs, Inc.**  
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**Advertising Rates**  
**Rate Card No.12 Effective 01/01/2002**

SIZE	1X	4X	13X	26X	50X
FULL	550	512	484	457	436
¾ Page	468	435	411	388	369
Mag Page	413	384	363	342	326
1/2 Page	308	286	271	256	243
3/8 Page	264	246	232	219	209
1/4 Page	171	159	150	142	135
1/8 Page	110	102	97	91	87
1/16 Page	77	72	68	64	61
1/24 Page	55	51	48	46	43
1/32 Page	44	41	39	37	35
COL-IN	10.58	9.84	9.31	8.78	8.36

\*A Magazine page is approximately two-thirds of a full page, roughly the size of a regular 7" x 10" magazine page. **Classified:** 4 cols per page. \$1.00 per word; Minimum 20 words. †=Classified display sizes. Column-inch rates shown for conversion purposes where applicable. Classified advertising is free to active duty personnel.

❶ Rates are per issue and valid for one year, based on actual insertions in a 50-time publishing schedule. A short rate charge will be applied in the case of an unfulfilled agreement (to recover unearned frequency discounts) and rebates credited for earned frequency discounts.

❷ Advertising will be accepted in most categories, both run-of-press and classified. All advertising is subject to approval by the editor.

❸ Inserts are accepted subject to preapproval by the editor.

**INSERT COSTS**

Up to 8-1/2" x 11" in size, 1 to 4 pages, full circulation \$435  
 More than 4 pages, full circulation, add \$5 per page

❹ **Color:** Spot color is available on certain pages in each issue, however, the color must be the same color as in the Message Flag color for that issue. Add \$40 for ads up to ¼ page, \$60 for ads larger than ¼ page. Full CMYK process four color is available on inside covers, front and back, center spread and outside front and back of centerspread pages at Full page rate plus \$450 color charge per page.

❺ Our staff will prepare an exciting and professional ad for you from provided copy, photos, etc. for a modest preparation and proofing fee.

**Closing Date**

The Monmouth Message is published each Friday. ROP Advertising for an issue must be received by 9:00 a.m. on the Friday prior to the publishing date. Classified received no later than Monday evening (9:00 p.m.) of the publishing week will be included.

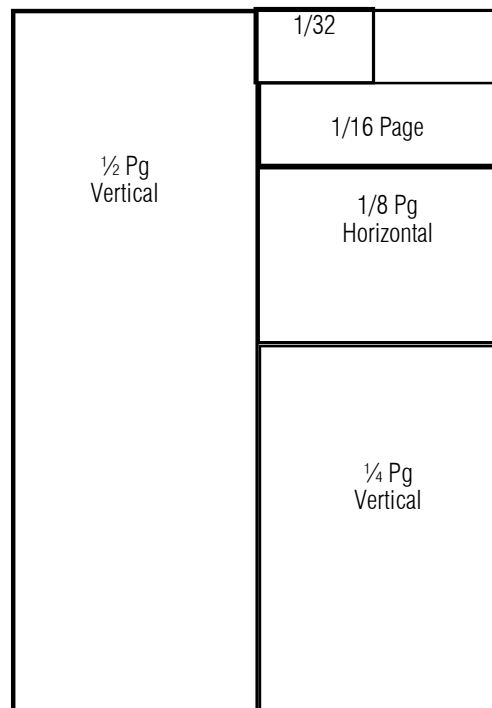
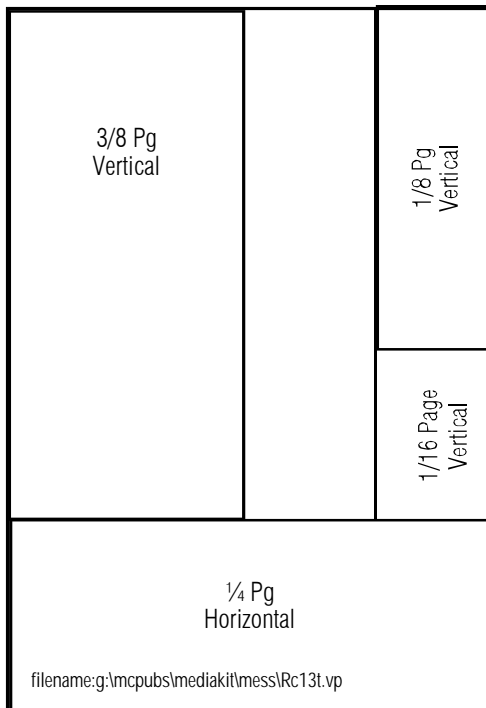
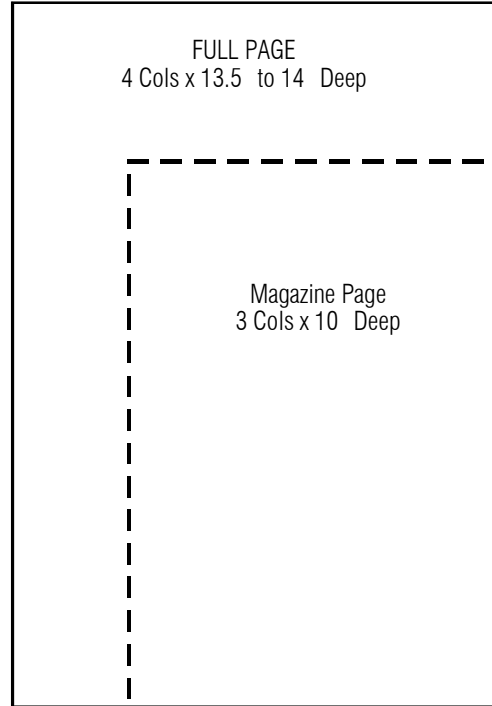
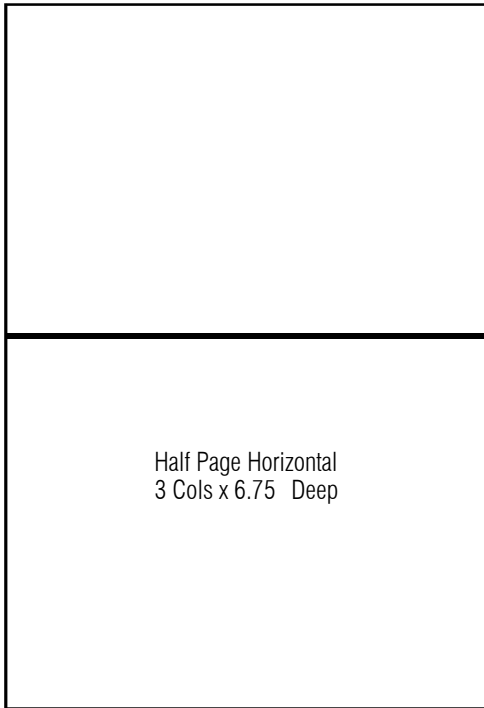
**Page Dimensions**

<b>Full Page</b>	<b>4 cols x 13.5"</b>
<b>3/4 Page</b>	<b>3 cols x 13.5"</b>
<b>Magazine Page</b>	<b>3 cols (7.5")x 10</b>
<b>½ Page (vertical)</b>	<b>2 cols x 13.5"</b>
<b>½ Page (horizontal)</b>	<b>4 cols x 6.75"</b>
<b>3/8 Page</b>	<b>2 cols x 9.75"</b>
<b>1/4 Page vertical</b>	<b>1 col x 13.5"</b>
<b>1/4 Page vertical</b>	<b>2 cols x 6.75"</b>
<b>1/4 Page horizontal</b>	<b>4 cols x 3.25"</b>
<b>1/8 Page vertical</b>	<b>1 cols x 6.75"</b>
<b>1/8 Page horizontal</b>	<b>2 cols x 3.5"</b>
<b>1/16 Page</b>	<b>1 col x 3.5"</b>
<b>1/24 Page</b>	<b>1 col x 2.5"</b>
<b>1/32 Page</b>	<b>1 col x 1.5</b>
<b>*1 col = 2.50</b>	<b>2 col = 5</b>
<b>3 col = 7.5</b>	<b>4 col = 10</b>

**MC Pubs accepts electronic transmission of various kinds of graphic data. PDF s, TIFF s, CMX s, DOC s MS WORD, GRAPHICS FROM ADOBE ILLUSTRATOR, QUARK and other software formats. Although we can manipulate .PPT files, we prefer not to receive them, as additional reproductive steps may result in diminished quality. PDF s are preferred for graphic materials...use DOCs, PPT s for ads which are largely text.**

### Mechanical Specifications

The Monmouth Message is printed cold web offset. Photographs are screened at 100 lines. Logos, art or photos must be supplied with any ad we are to produce. For camera ready ads, please supply velox positives rather than film negatives. Each column measures 2 - 3/8 inches wide.



*Inserts available - see page one*