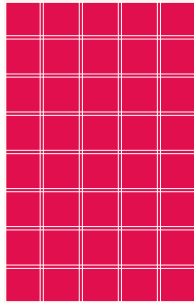


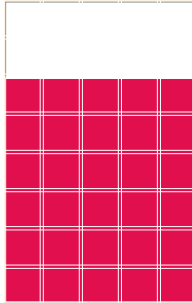
2012 ROP advertising rates & specs (NET) **OPEN RATE**

Full Page 10" w x 15.75" h



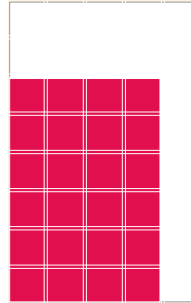
Black & White:
\$1,920

Three Quarter Page 10" w x 11.771" h



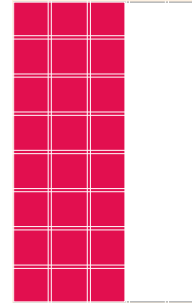
Black & White:
\$1,440

Junior Page 7.967" w x 11.771" h



Black & White:
\$1,152

Vertical Junior Page 5.933" w x 15.75" h



Black & White:
\$1,152

FULL COLOR IS AN ADDITIONAL \$400

Specifications for electronic files

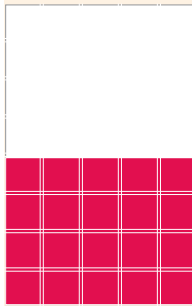
Please use only these file formats and specifications when sending advertising electronically:

- For PDF documents: **Make sure to embed all fonts** (subset all below 100%) when distilling. Do not downsample artwork resolutions. Please set the distiller job options to compatibility with Acrobat 4 or higher. The color mode should be CMYK.
- For Adobe InDesign documents: Use only Mac Type 1 Postscript fonts. Photos should be at 200 dpi, line art at 1200 dpi. Include copies of all fonts used (printer and screen components, please), and make sure all graphics (TIFF, EPS or JPEG) are sent along with the InDesign CS or CS2 file. If emailing, please stuff the document and accompanying files and fonts into a Stuffit archive.
- You may also send ads as 300 dpi TIFF files.
- When sending just photos, use TIFF or JPEG format. Photos should be at 200 dpi, line art at 1200 dpi.
- **Please do not design ads using Microsoft Word, this will only be accepted for the content of an ad.**

E-mail ads to
sandra@bannerpub.com.

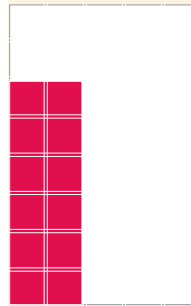
Following the above specifications will ensure effective output of your camera-ready ads or electronic files.

Horizontal Half Page 10" w x 7.792" h



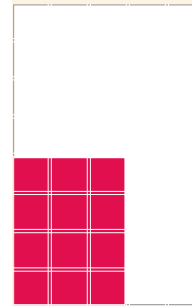
Black & White:
\$960

Vertical Tall 3.9" w x 11.771" h



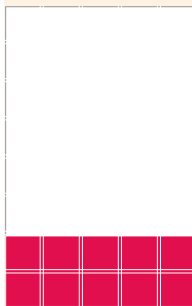
Black & White:
\$576

Quarter Page 5.933" w x 7.792" h



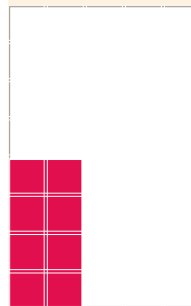
Black & White:
\$576

Horizontal Quarter Page 10" w x 3.812" h



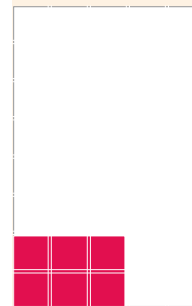
Black & White:
\$576

1/5th Page 3.9" w x 7.792" h



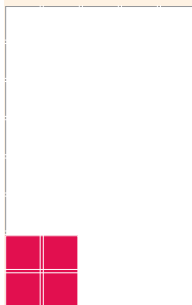
Black & White:
\$384

Postcard 5.933" w x 3.812" h



Black & White:
\$288

1/8th Page 3.9" w x 3.812" h



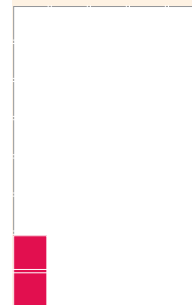
Black & White:
\$192

Business Card 3.9" w x 1.823" h



Black & White:
\$96

Vertical Business Card 1.867" w x 3.812" h



Black & White:
\$96