

# PADUCAH LIFE (advertising rates)

## Advertising Rates (PER ISSUE)

<i>Color ads</i>	<i>6 issues</i>	<i>3 issues</i>	<i>1 issue</i>
Full page	\$845	\$935	\$1,025
2/3 page	\$695	\$745	\$825
1/2 page	\$495	\$575	\$625
1/3 page	\$415	\$465	\$495
1/6 page	\$245	\$295	\$355

## Covers (four color only, contract only)

Back	\$2,000	\$2,200	\$2,500
Inside front	\$1,495	\$1,850	\$2,000
Inside back	\$995	\$1,000	\$1,200

## Around&About Weekly Eblast

Side/Bottom Banner Ads \$395 per month / 4 weekly emails

## Around&About Sponsored Eblast

Be exclusively featured in your own eblast which can be posted at the time you choose. \$495 (includes design)

## Digital Requirements

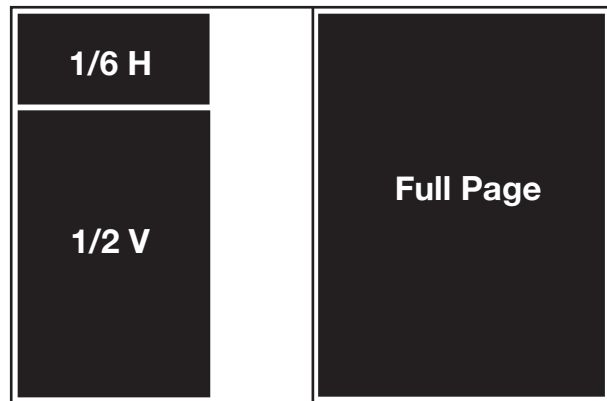
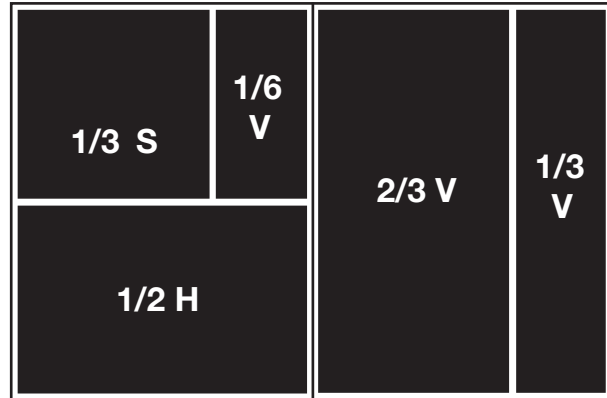
All graphics/images should be converted to either Grayscale or CMYK and MUST be saved at 300 dpi. We cannot guarantee the color accuracy of RGB images.

*Note: Any excessive computer work necessary to properly output the ad will be billed at the hourly rate of \$35.*

## Contract and Copy

Advertiser assumes liability for all ad content. Ad position is at the discretion of the publisher. *Paducah Life* reserves the right to refuse any advertisement not meeting its standards.

*Note: Paducah Life will assist with the design of ads at an additional charge of \$35 per hour, minimum \$35.*



## Advertising Sizes

	<i>Width</i>	<i>Height</i>
Trim Size	8.25	10.75
Full page	7.25	9.75
2/3 vertical	4.75	9.75
2/3 horizontal (not shown)	7.25	6.75
1/2 vertical	4.75	7.25
1/2 horizontal	7.25	4.75
1/3 vertical	2.25	9.75
1/3 square	4.75	4.75
1/3 horizontal (not shown)	7.25	2.75
1/6 vertical	2.25	4.75
1/6 horizontal	4.75	2.25

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