

# PADUCAH LIFE (advertising rates)

## Advertising Rates (PER ISSUE)

Color ads	6 issues	3 issues	1 issue
Full page	\$834*	\$900*	\$954*
2/3 page	\$660*	\$714*	\$780*
1/2 page	\$474*	\$540*	\$594*
1/3 page	\$354*	\$420*	\$474*
1/6 page	\$234*	\$270*	\$318*

\*Deduct 20% for black and white layouts.

## 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

## Life Support (black & white only, special medical advertising section)

1/10 space (3.375 wide x 1.700 tall)	\$115 per space
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## Digital Requirements

We can ONLY accept digital ads created with these programs: QuarkXpress, InDesign, Illustrator, and Photoshop. 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. Ads created in layout programs (QuarkXpress and InDesign) must include all necessary supporting files used, including photographs, graphics, and fonts. We can also accept PDF files but in some cases we will need to request original working files to complete ad. We accept digital files on CD or by E-mail (see below).

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

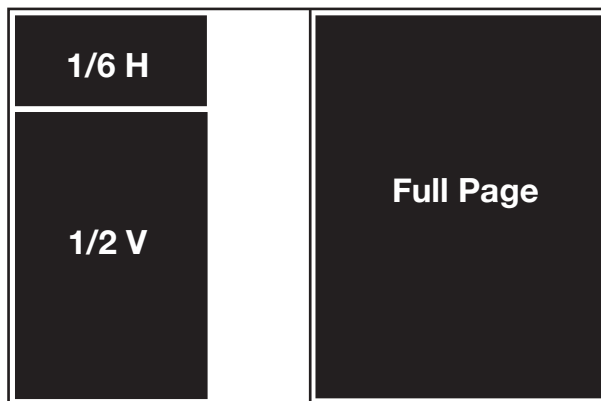
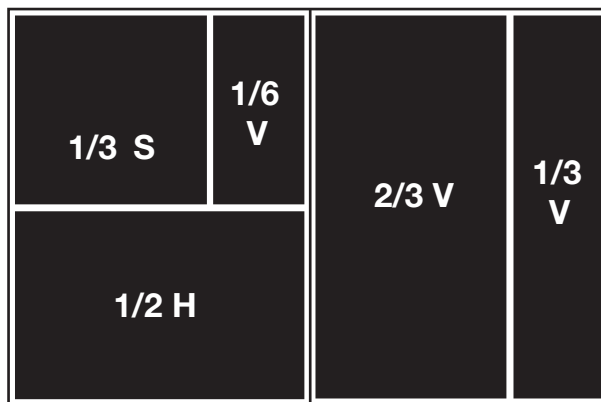
## E-mail Attachments

We can accept ads via E-mail by sending to [smcwdes@windstream.net](mailto:smcwdes@windstream.net). **Note:** Please be sure to include the company name and ad size in the body of the E-mail message.

## 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

	Width	Height
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

*Paducah Life* is a publication of Mazzone Communications.  
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