

JEFFERSON COUNTY *Discovery* MAGAZINE 2008

GUIDELINES

The only full-color ads sold for this publication will be full page ads. The prices indicated on the sales flyer are for camera-ready ads. Shenandoah Specialty Publishing is able to provide ad design/preparation services for an additional fee of \$180/page.

Full-page ad specs:

4" x 9" trim size; 1/8" bleed beyond page edges on top, bottom, and outside edges. 1/4" critical copy margin inside all 4 trim edges. 300dpi | CMYK | PDF preferred; TIFF, EPS, JPEG acceptable. Submit ads to: graphics@discoverymagazines.com.

Information for listings and coupons must be supplied on the forms provided, following the instructions on those forms. No logos or artwork will be accepted for listings and coupons. Listings and coupons will be 2-color. Color choice and usage is at publisher's discretion and will be uniform for each page/category.

The cost of full page ads will be invoiced in two equal installments. The first will be due 15 days after contract signing, and the second by December 15, 2007.

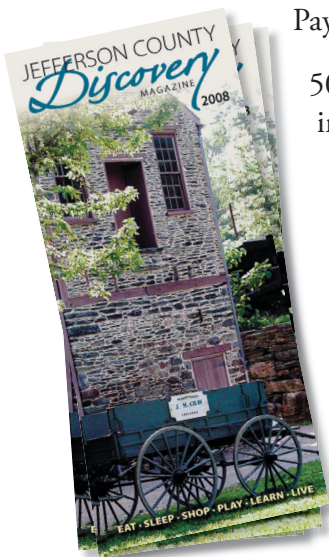
Payment in full for listings must be received at contract signing.

50% payment for coupons must be received at contract signing. The remaining 50% will be invoiced immediately, due within 30 days.

Advertisers who purchase BOTH listings and coupons may have a special designation, such as an asterisk, on their listing indicating their coupon's availability.

One listing will be provided, free of charge, to each full-page advertiser.

An advertiser wishing to appear in more than one listing category must purchase additional listing(s) for each relevant category.



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