

## SIZES & MECHANICAL REQUIREMENTS

### LOCAL DISPLAY

COLUMN SIZE	ACTUAL WIDTH SIZE
1x.....	1.583"
2x.....	3.292"
3x.....	5.0"
4x.....	6.708"
5x.....	8.417"
6x.....	10.125"

\*Full page ad depth 21.167"

### CLASSIFIED/ MORE DISPLAY

COLUMN SIZE	ACTUAL WIDTH SIZE
1x.....	1.583"
2x.....	3.292"
3x.....	5.0"
4x.....	6.708"
5x.....	8.417"
6x.....	10.125"

\*Full page ad depth 21.167"

### TV BOOK

COLUMN SIZE	ACTUAL WIDTH SIZE
1x.....	1.583"
2x.....	3.292"
3x.....	5.0"
4x.....	6.708"
5x.....	8.417"
6x.....	10.125"

\*Full page ad depth 10.125"

### FAULKNER COUNTY BUSINESS JOURNAL

AD SIZE	ACTUAL WIDTH SIZE
1/8 pg H.....	5.00" x 2.5"
1/4 pg.....	5.00" x 5"
1/2 pg H.....	10.125" x 5"
1/2 pg V.....	5.00" x 10.125"
2/3 pg.....	10.125" x 7.5"
Full pg.....	10.125" x 10.125"

### FRONT PAGE BILLBOARDS

Build Area.....3" x 3" (Actual Image Area 2.875" x 2.875")

### INTERNET

Name	Position	Pixels
Leaderboard .....	North / "A" / Banner.....	728x90
Pencil Ad .....	With Leaderboard.....	950x30
Pencil Ad Expandable .....	With Leaderboard.....	950x300
Impact/Tower .....	Skyscraper / "B".....	160x600
Large Impact/Large Tower.....	Skyscraper / "B".....	300x600
LREC/ Large Rectangle .....	In-Story.....	300x250
Anchor .....	"D" / Footer.....	728x90
Interstitial .....	Island.....	400x400

### WOMEN'S INC & ICON

1/12 page.....	(2 column) 2.56" x 2.35"
1/6 page vertical.....	(2 column) 2.56" x 5.125"
1/6 page horizontal .....	(3 column) 3.92" x 3.2"
1/3 page square.....	(4 column) 5.27" x 5.125"
1/3 page vertical.....	(2 column) 2.56" x 10.25"
1/3 page horizontal.....	(6 column) 8" x 3.2"
1/2 page vertical.....	(3 column) 3.92" x 10.25"
1/2 page horizontal .....	(6 column) 8" x 5.125"
2/3 page.....	(4 column) 5.27" x 10.25"
Full page.....	(6 column) 8" x 10.25"

\*Full pg Bleed add .25" on all sides (not available on all products)

## Rate Policies and Procedures

A. The Log Cabin Democrat reserves the right to edit, alter, reject or cancel any advertisement at any time. The publisher has final approval of all material in the paper. The Log Cabin Democrat does not knowingly accept ads of a fraudulent, misleading or discriminatory nature.

B. The Log Cabin Democrat reserves the right to revise advertising rates upon 30 days notice and all contracts are accepted subject to this reservation.

C. While the Log Cabin Democrat strives to provide error-free graphic work, it is the responsibility of the advertiser to proof the advertisement thoroughly and communicate any changes or corrections to the account executive or graphic artist. The Log Cabin Democrat will not be liable for ads that run incorrectly after an advertiser gives his or her verbal or written approval on an ad. A \$50 per hour charge will apply starting with the third customer change for ads and/or other products built by the graphic design staff at the Log Cabin Democrat.

D. Credit Applications are available for businesses seeking to establish a line of credit. Advertising scheduled for publication prior to approved credit must be accompanied with cash, check, or credit card.

E. Going out of business and political advertising must be paid in advance. Political advertising must include the words "political ad paid for by", and state the person or organization that is paying for the ad.

F. Double trucks [two facing pages] are billed as 13 columns [tabloids, 13 columns]. Advertising set to resemble news matter must carry the word "Advertisement" at the top.

G. Ad placement in the newspaper is at the option of the publisher. The Log Cabin Democrat will make every effort to fulfill reasonable position requests, but specific position (page) requests are not guaranteed.

H. Newspapers on these holidays will be delivered according to Log Cabin Democrat Sunday circulation numbers and will be charged Sunday advertising rates: New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, and Christmas Day.

I. The Log Cabin Democrat makes every effort to avoid errors and omissions in advertising, however, if an error occurs that is our fault, we will re-run or give you credit for that part of the ad containing the error. We need to be notified of the error no later than 24 hours after the ad's first publication.

J. Cancellation deadlines are the same as the space reservation deadlines. Canceling a scheduled advertisement after the deadline may result in production, time, material and labor charges of \$5 per column inch.

### Electronic Advertising Submissions

A staff of graphic artists is maintained to assist the advertiser with the production artwork. Graphic charges are included in local retail advertising rates for ads published in the Log Cabin Democrat or its products.

The Log Cabin Democrat produces its pages as digital files on a Macintosh platform. Because pagination is done digitally, we request that advertisements be in digital format as well. **PDFs are preferred.** Ads may be sent in their original version if built in one of the programs listed below. All graphics, photos, and fonts must be included along with the original document. Multi-Ad Creator Pro 7 or older Adobe InDesign 4 or older Adobe Photoshop 9 or older Adobe Illustrator 12 or older Adobe Acrobat 8 or older. Any advertisement sent as a hard copy, print-out, PMT or other physical format will be scanned to a digital file. This will degrade the resolution on final output. The Log Cabin Democrat will not be liable for loss of quality in these ads. Likewise, the Log Cabin Democrat will not be responsible for the reproduction quality of low resolution photos or graphics. Electronic photos or artwork should be submitted at **300 DPI or greater.**

### Space Reservation/Cancellation Deadlines

Sunday Edition.....	Thursday noon
Sunday (Our Style).....	Thursday 10:00 a.m.
Monday Edition.....	Thursday 2:00 p.m.
Tuesday Edition.....	Friday 1:00 p.m.
Wednesday Edition.....	Monday noon
Thursday Edition.....	Tuesday noon
Friday Edition.....	Wednesday noon
Saturday Edition.....	Thursday noon
More.....	Thursday noon

Rates Effective through Oct. 31, 2012