

# Coronado Dispatch

reaching 4,000 homes and 50 businesses

## 2016 Rates

Prices effective until 12/31/16

### Advertising Specifications

<b>Full page</b> (Vertical) With bleed: 8.7361 in" x 11.2362 in" No bleed: 7.4764 in" x 9.9764 in" <b>\$300 per edition</b>	<b>Half page</b> (Horizontal) No bleed: 7.4764 in" x 4.905 in" <b>\$170 per edition</b>
	<b>Quarter page</b> (Vertical) No bleed: 3.643 in" x 4.905 in" <b>\$90 per edition</b>
	<b>Business Card</b> (horizontal only) No bleed: 3.5" x 2" <b>\$50 per edition</b>

← Page Size 8.5" x 11" →

### Ad sizes

Full page (Vertical) ad:  
With bleed: 8.7361" x 11.2362"  
No bleed: 7.4764" x 9.9764"

Half page (Horizontal) ad:  
No bleed: 7.4764" x 4.905"

Quarter page (Vertical) ad:  
No bleed: 3.643" x 4.905"

### Digital Ad Specifications

For best reproduction, a PDF file is the preferred format.

Fonts must be embedded or converted to outlines prior to creating PDF.

Standard trim and bleed marks required. No marks included in live image area.

Do not use LZW Compression.

### Application files

Accepted file formats are .pdf, .tiff, or .jpg at 300 dpi.

NOTE: Ads submitted in other application programs may be subject to additional conversion and production charges.

### Logo Submissions

Preferred file formats are vector-based, .eps, .ai, .pdf

### Schedule:

Distribution	Ad Due Date
November	9/23/16
February	1/13/17
May	03/31/17
August	06/30/17

**Accepted payments: check, VISA, AMEX, Mastercard, PayPal**  
**Lock in 2016 pricing by committing to four ads in 2017**