

# CLASSIFIEDS DISPLAY RATES 2013

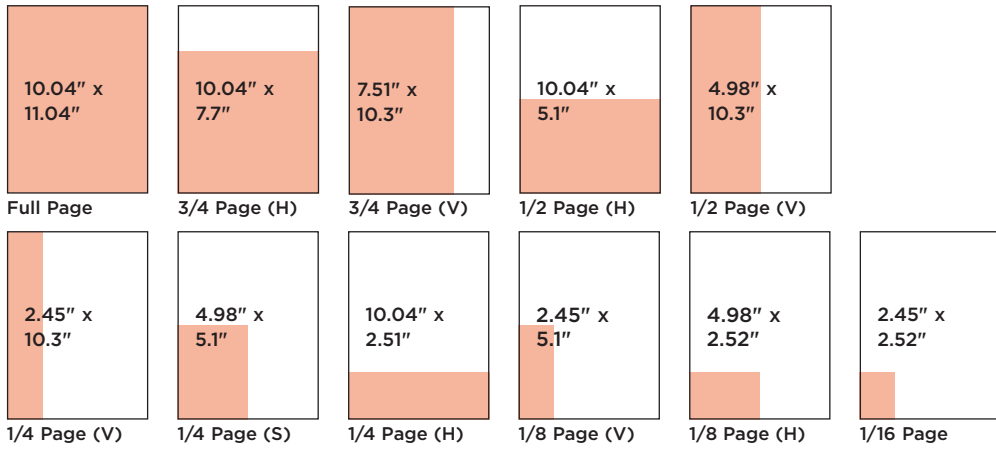
PRINT

**Net Rates** Non-commissionable **Gross Rates** Commissionable at 15% to accredited agencies providing camera-ready art

V=Vertical H=Horizontal Measurements are width by height

SIZE	52x	26x	13x	6x	1x
Full Page	956	1039	1313	1435	1546
3/4 Page	799	899	999	1084	1157
1/2 Page	480	570	645	702	758
1/4 Page	253	308	341	368	396
1/8 Page	136	144	175	189	205
1/16 Page	72	89	94	105	126

Prices are for black and white ads, for color add an additional \$299 per ad.



## PRINT AD SUBMISSION REQUIREMENTS

### File Formats

- High resolution **PDF preferred**
- **InDesign** file with all linked images and fonts.
- **Illustrator** and **Photoshop** high resolution AI, PSD, EPS and TIFF.
- **Do NOT use** Microsoft Publisher, Microsoft Word, and PNG. These are NOT acceptable files.

### Color

- **CMYK** only accepted.
- Avoid using multiple plate colors with text on top.
- **DO NOT USE RGB**, lab color, Pantone, registration and spot colors. They **will not print**.

### Fonts

- All fonts must be **embedded** within pdfs.
- If not supplying fonts, the *Weekly* can not be responsible for exactly matching fonts.

### Photos/Images

- Photos, illustrations and graphics resolution must be **300 dpi**. Line art, vector art and text must be 600-1200dpi.

**The Weekly is NOT responsible for ads not meeting these requirements.**

Advertiser warrants to *MC Weekly* that they have the full legal right to publish all artwork, type, copy, illustrations and images contained in the advertisement and will indemnify and defend *MC Weekly* against any claims which might arise out of publication of said advertisement.

For additional info:  
831-394-5656

MONTEREY COUNTY  
**WEEKLY**  
PRINT | WEB | MOBILE

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