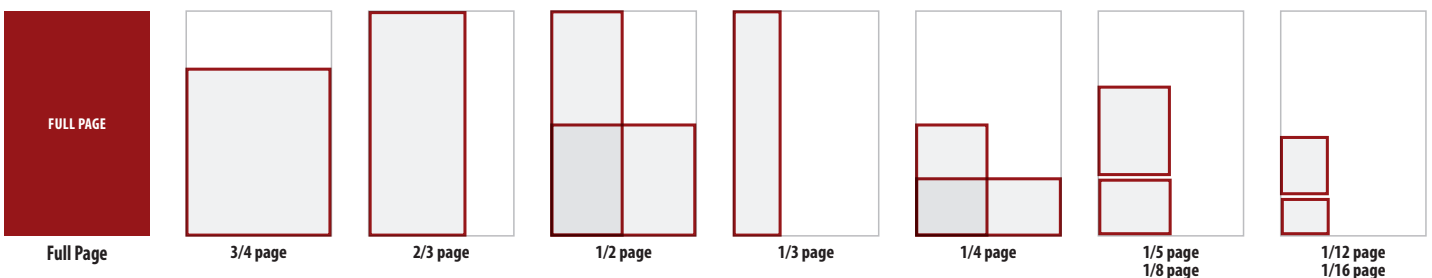


PRINT ADVERTISING RATES

SIZE	INCHES	DIMENSIONS	OPEN RATE	4X	13X	26X	52X
Full Page	84"	10" x 14"	\$900.00	\$765.00	\$675.00	\$585.00	\$540.00
3/4	63"	10" x 10.5"	\$672.00	\$571.20	\$504.00	\$436.80	\$403.20
2/3	56"	6.61" x 14"	\$598.00	\$508.30	\$448.50	\$388.70	\$358.80
1/2	42"	10" x 7" OR 4.92" x 14"	\$450.00	\$382.50	\$337.50	\$292.50	\$270.00
1/3	28"	3.22" x 14"	\$318.00	\$270.30	\$238.50	\$206.70	\$190.80
1/4	21"	4.92" x 7" OR 10" x 4"	\$238.00	\$202.30	\$178.50	\$154.70	\$142.80
1/5	15"	4.92" x 5"	\$220.00	\$187.00	\$165.00	\$143.00	\$132.00
1/8	10.5"	4.92" x 3.5"	\$161.00	\$136.85	\$120.75	\$104.65	\$96.60
1/12	8"	3.22" x 4"	\$128.00	\$108.80	\$96.00	\$83.20	\$76.80
1/16	5"	3.22" x 2.5"	\$80.00	\$68.00	\$60.00	\$52.00	\$48.00

For church and charity, the 13-week rate applies. Contract advertisers are guaranteed their rate for the term of the contract. Contract advertisers who fail to fulfill their contract agreements are subject to a rate adjustment charge based on actual expenditures plus penalty if necessary. A 50% cancellation fee will be charged on advertisements cancelled after the ad placement deadline. Dates and deadlines for cancellations of ads are the same as the deadlines for placing ads. A 10% pickup discount is applied to ads placed in other Swift Communications publications within a 7-day time period.

AD SIZES + SPECS ALL ADS INCLUDE FULL COLOR



WE ACCEPT THE FOLLOWING FILE FORMATS:

WORKING FILES

- Adobe Photoshop (up to CS6) psd, .jpg, or .tif - flattened
- Adobe Illustrator (up to CS6) .ai or .eps - all fonts outlined

- Adobe InDesign (up to CS6) .indd - all linked files and fonts provided)

When providing working files, please ensure you include all linked files, photos and fonts.

CAMERA-READY ADS

are accepted in Adobe PDF format only.

We DO NOT accept PDF files created from Microsoft Word, Microsoft Publisher, WordPerfect, CorelDRAW, or any other application not specifically listed above as acceptable.

Files containing color must be saved as CMYK color builds. All resolution should be 200dpi or higher for newsprint, 300dpi or higher for magazines.

