

2018 PRINT ADVERTISING RATES+SPECS

PUBLICATION TRIM SIZE: 6 x 9 PERFECT BOUND

LIVE MATTER AREA: 5.25 x 8.25

| SPACE | DIMENSIONS | | RATES | |
|------------------------|---|-------------------------|-------|---------|
| | WIDTH X HEIGHT | | B/W | 4-COLOR |
| Back cover | bleed: 6 x 9.25 keep live matter .5 from right edge, .375 from top, left, bottom | non-bleed: 5.25 x 8.25 | | \$1725 |
| Inside covers | bleed: 6 x 9.25 keep live matter .375 from all sides | non-bleed: 5.25 x 8.25 | — | 1300 |
| Page 1 | bleed: 6 x 9.25 keep live matter .375 from all sides | non-bleed: 5.25 x 8.25 | — | 1545 |
| Full page | bleed: 6.25 x 9.25** | non-bleed: 5.25 x 8.25 | 750 | 850 |
| Half page horizontal | bleed: 6.25 x 4.375** | non-bleed: 5.25 x 4.125 | 525 | 625 |
| Half page vertical | bleed: 3.125 x 9.25** | non-bleed: 2.375 x 8.25 | 525 | 625 |
| Quarter page | non-bleed only: 2.375 x 4 | | 325 | 425 |
| Business card | Provide card for scanning or digital card file | | 165 | — |
| Directory listing only | | | 135 | — |
| Non-profit listing † | | | 50 | — |

**Live matter on bleed ads should be kept at least .375 from trim edges.

† Non-profit organizations: ask about discounted rates for display ads.

ACCEPTABLE FILE FORMATS

- Press-ready PDFs with graphics & fonts embedded.
- Mac-based InDesign + Quark files.
- 300dpi tiff, PSD or jpeg formats
- Images minimum 300 dpi
- CMYK, grayscale or b/w only. No RGB.
- Email files to mary@HVHS.net, or mail ad materials
- **For business cards**, provide 2 printed cards for scanning. **Please do not staple, clip, tape or fold cards.**

Or email digital file or press-ready pdf.

AD GUIDELINES

Creative services provided by HVHS will be billed to advertiser.

Ad position is at the discretion of HVHS. Requests for preferred position will be considered based on space availability.

HVHS reserves the right to reject ad content considered inappropriate.

If you have questions about submitting an ad, email mary@HVHS.net or call 914 962.3906

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