

SPACE	DIMENSIONS WIDTH X HEIGHT	RATES	
		B/W	4-COLOR
Back cover	bleed: 6 x 9.25      non-bleed: 5.25 x 8.25 keep live matter .5 from right edge, .375 from top, left, bottom		\$1775
Inside covers	bleed: 6 x 9.25      non-bleed: 5.25 x 8.25 keep live matter .375" from trim	—	1350
Page 1	bleed: 6 x 9.25      non-bleed: 5.25 x 8.25 keep live matter .375" from trim	—	1595
Full page	bleed: 6.25 x 9.25**      non-bleed: 5.25 x 8.25	775	875
Half page horizontal	bleed: 6.25 x 4.375**      non-bleed: 5.25 x 4.125	550	650
Half page vertical	bleed: 3.125 x 9.25**      non-bleed: 2.375 x 8.25	550	650
Quarter page	non-bleed only: 2.375 x 4	350	450
Business card	Provide digital card file or actual card for scanning	175	—
Directory listing only		150	—
Non-profit listing †		65	—

PUBLICATION TRIM SIZE: 6 x 9 PERFECT BOUND

LIVE MATTER AREA: 5.25 x 8.25

\*\*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 / 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 914 962.8424

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