

# The Hinsdalean

*One town. One paper.*

## Convenience ~ Coverage ~ Commitment

Our goal is to bring your message into every Hinsdale home each week. It's important to us that we help contribute to the strength of your business and strengthen your success. We strive to make your advertising experience in The Hinsdalean convenient and cost-effective.

- Delivered to every Hinsdale home every Thursday morning
- No contracts - our rates offer you the best pricing available
- Rates include design service

### Ad Dimensions

We've designed our advertising layout to be clean and effective so your ad can attract attention. Our automotive advertising is sold in either half- or full-page sizes.

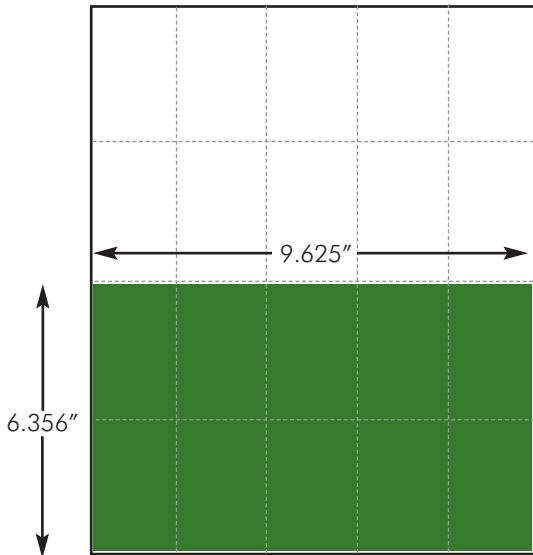
#### Height

Half page - 6.356 in

Full page - 12.875 in

#### Width

5 cols - 9.625 in



## **SPECIAL AUTOMOTIVE DISCOUNT PROGRAM AVAILABLE**

**One, two, three ... FREE!\***

**Run three full pages and the fourth one is on us!**

**\*Must run consecutively**

### **Automotive Advertising Rates**

10 units .....\$270

20 units .....\$540

### **Color Rates**

4-color .....\$250

1-color .....\$125

### **Inserts**

\$45 per thousand

# RATES

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## Advertising Information (submitted ads)

### Reproduction

- Allow for 20% dot gain
- 85 line screen
- Page dimensions should be final ad size

### File Formats

- Acrobat/PDF (preferred file format)
- EPS
- QuarkXpress
- Illustrator
- Photoshop

### Fonts

- Supply screen & printer fonts for EPS, Quark, and Illustrator files
- PDF files should have fonts embedded in document

### Images

- Line art images should be TIFF (600 dpi)
- Color and grayscale images should be 200 dpi
- Color images should be CMYK
- EPS, TIFF & JPEG images are acceptable

## Advertising Deadlines

**Deadline** - Monday at 5 p.m. (week of publication)

**To see a proof** - Monday at 12 p.m. (week of publication)

**E-mail files to [ads@thehinsdalean.com](mailto:ads@thehinsdalean.com)**  
(email files over 3 MB to [hinsdalean@yahoo.com](mailto:hinsdalean@yahoo.com))

**The Hinsdalean**  
Thursday, July 31, 2008 • Hinsdale, Illinois • Volume II Issue 45 • \$1 on newsstands

**SPORTS**

**Feast of youth** — Cooling off after a shopping trip to the farmers market Monday, Christopher Charles gives a quick flip of the wrist to his son (left) get a face full of water. Ken (left) the water so much he took a handful of food to squish his friend — before his mom quickly (Jim Siroff photo)

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**Happy Birthday!**  
Julia Maroney turns 11 Aug. 11

**Inside**

**Woman feels perfect hobby in rooming.**  
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**Maning board helps bring school spirit to football games.**  
Page 14

**Maning board helps bring school spirit to football games.**  
Page 14

**Pommer practice makes perfect**

**Maning board helps bring school spirit to football games.**  
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**Maning board helps bring school spirit to football games.**  
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