

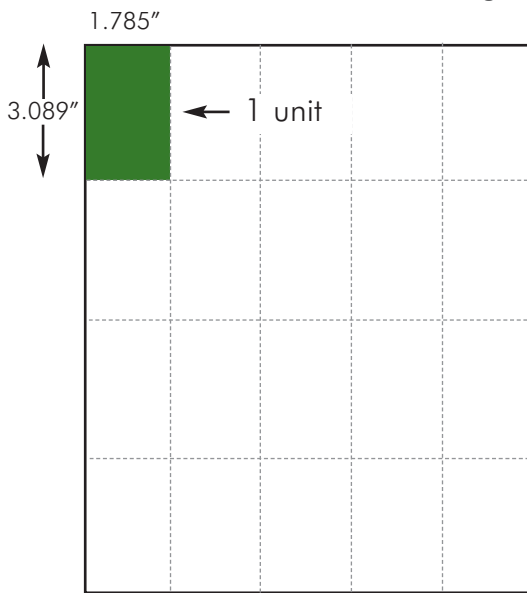
The Hinsdalean

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
- 10% discount for camera/digital ready advertisements
- Rates include design service



Ad Dimensions

We've designed our advertising layout to be clean and effective so your ad can attract attention. Our page is comprised of 20 ad units and is based on a 5 column layout.

Width

1 col - 1.785 in
 2 cols - 3.745 in
 3 cols - 5.705 in
 4 cols - 7.665 in
 5 cols - 9.625 in

Height

1 unit - 3.089 in
 2 units - 6.356 in
 3 units - 9.625 in
 4 units - 12.875 in

.175 margin

Entertainment Rates

1 unit	\$ 27	9 units	\$243
2 units	\$ 54	10 units	\$270
3 units	\$ 81	12 units	\$324
4 units	\$108	15 units	\$405
5 units	\$135	16 units	\$432
6 units	\$162	20 units	\$540
8 units	\$216		

Color Rates

4-color	\$250	1-color	\$125
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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

Fonts

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

File Formats

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

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
(email files over 3 MB to hinsdalean@yahoo.com)

The Hinsdalean
 Thursday, July 31, 2008 • Hinsdale, Illinois • Volume 8 Issue 45 • \$1 on newsstands

SPORTS

Football of youth — Cooling off after a shopping trip to the farmers market Monday, Christopher Charles gets a quick dip of the water to his feet as he gets a taste of water. Ken Ward the water so much he took a handful or two to quench his thirst. — Before his mom quickly gets him out of the water.

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Happy Birthday!
 July 31st
 July 11 Aug. 21

Board members, parent oppose use of turf at Hinsdale Central, South fields

By Jennifer Cole

Despite concerns of health, safety and the environment, there's an effort to install artificial turf on the football field at Hinsdale Central High School. Board members of Hinsdale Central High School are in a meeting Monday to discuss the proposal. The school board members are in a meeting Monday to discuss the proposal. The school board members are in a meeting Monday to discuss the proposal.

Pumper practice makes perfect

Nelly Alonzo, 7, concentration on the demonstration given by Hinsdale Central High School and Hinsdale Police of safety in their homes. The kids worked with the Central girls to learn several techniques and were shown their skills with parents at the end of the clinic. (Hinsdale Central High School photo)