

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.

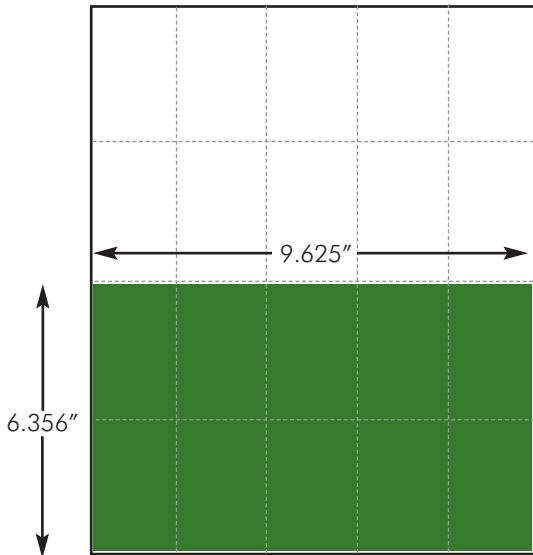
Height

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\$260

20 units\$520

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

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

The Hinsdalean
Thursday, July 25, 2008 • Hinsdale, Illinois • Volume 8 Issue 45 • \$1 on newsstands

SPORTS

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The Hinsdalean
—Necessarily journalism the way it was meant to be—

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

Planner practice makes perfect

CALENDAR