

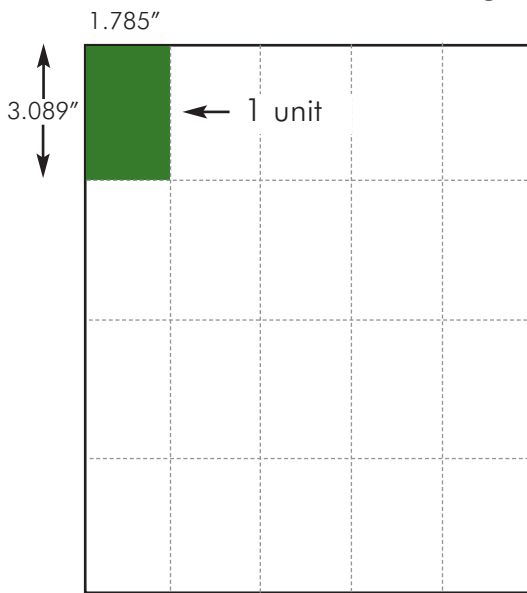
# The Hinsdalean

*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

### Non-profit Rates

1 unit . . . . .	\$ 25	9 units . . . . .	\$223
2 units . . . . .	\$ 50	10 units . . . . .	\$248
3 units . . . . .	\$ 75	12 units . . . . .	\$297
4 units . . . . .	\$ 99	15 units . . . . .	\$371
5 units . . . . .	\$123	16 units . . . . .	\$396
6 units . . . . .	\$148	20 units . . . . .	\$495
8 units . . . . .	\$198		

### Color Rates

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

### Inserts

\$45 per thousand

RATES

# The Hinsdalean

One town. One paper.

## 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](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 8 Issue 45 • \$1 on newsstands

**Happy Birthday!**  
John Mariani turns 11 Aug. 21

**Inside**  
Fun carry games erupt on autism

**Page 5**

**Women finish perfect hobby in tournament**  
Page 9

**Missing ball helps bring school spirit to football games**  
Page 14

**Summer practice makes perfect**

**Nelly Alonzo, 7, concentrates on the demonstration given by Hinsdale Central's Erin Korman and Elizabeth Hurlbut of delivery in their throwing clinic. The kids worked with the Central girls to learn several techniques and then showed their skills with parents at the end of the clinic. Elizabeth Korman performs in the dance routine. Sam Strout photo.**

**IN THIS ISSUE**

CALENDAR	15	GOING OUT	23	CRIMINAL	10	PROFILE	
CLASSIFIED	26	NEWS	3	PEOPLE	18	PUZZLES	
EXPERT	14	OBITUARIES	12	POLICE	8	SPORTS	

**PHOTO CAPTION:** The base path is short soon before the game. **PHOTO CAPTION:** Matt Maunz, 18, beats Philip Fink, 18, Matt Maunz, 18, beats Philip Fink, 18. (Photo courtesy of Jeffery during the National Finals.)

**PHOTO CAPTION:** Matt Maunz, 18, beats Philip Fink, 18. (Photo courtesy of Jeffery during the National Finals.)

**PHOTO CAPTION:** Matt Maunz, 18, beats Philip Fink, 18. (Photo courtesy of Jeffery during the National Finals.)

**PHOTO CAPTION:** Matt Maunz, 18, beats Philip Fink, 18. (Photo courtesy of Jeffery during the National Finals.)