

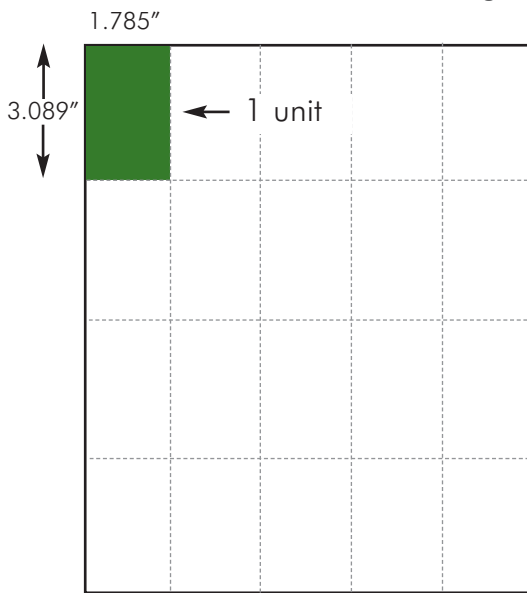
The Hinsdalean

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

Retail Advertising Rates

| | | | |
|-------------------|-------|--------------------|-------|
| 1 unit | \$ 36 | 9 units | \$324 |
| 2 units | \$ 72 | 10 units | \$360 |
| 3 units | \$108 | 12 units | \$432 |
| 4 units | \$144 | 15 units | \$540 |
| 5 units | \$180 | 16 units | \$576 |
| 6 units | \$216 | 20 units | \$720 |
| 8 units | \$288 | | |

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

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 tip of the wheel to his Ken Kiefer get a face full of water. Ken liked the water so much he took a handful or two to quench his thirst. — Before his mom quickly (Jim Bonoff photo)

Baseball — The base path is short soon before the game. — (Photo by Jim Bonoff)

MLB Star, Philip Hanks, Matt Murray — (Photo by Jim Bonoff)

Left Hanks — Hanks is history lesson home plate after stepping over the left foot fence for a homer. The next batter, Chad Linton, also hit one out of the park. — (Photo by Jim Bonoff)

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Happy Birthday!
July 31st
Turn 11 Aug. 21

Inside
The Hinsdalean's new website is now online. The new website is designed to be more user-friendly and easier to navigate. It features a new look and feel, as well as a new set of navigation tools. The new website is designed to be more user-friendly and easier to navigate. It features a new look and feel, as well as a new set of navigation tools.

Board members, parent oppose use of turf at Hinsdale Central, South fields
By Jim Bonoff
A group of parents and board members at Hinsdale Central High School are opposing the use of artificial turf on the school's football field. The parents are concerned that the use of artificial turf is not safe for the children and that it is not environmentally friendly. The board members are also concerned that the use of artificial turf is not safe for the children and that it is not environmentally friendly.

Pumper practice makes perfect
Nelly Johnson, 7, concentrates on the demonstration given by Hinsdale Central Fire Department's Fire Marshal and Captain Matthew J. DeBorja as she practices her skills with parents at the end of the week. Captain DeBorja performs in the dance routine. (Jim Bonoff photo)

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