

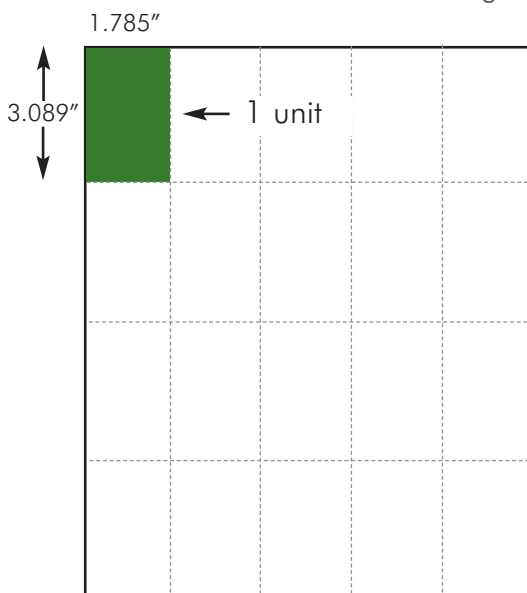
The Hinsdalean

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

Real Estate Advertising Rates

1 unit	\$ 26	9 units	\$234
2 units	\$ 52	10 units	\$260
3 units	\$ 78	12 units	\$312
4 units	\$104	15 units	\$390
5 units	\$130	16 units	\$416
6 units	\$156	20 units	\$520
8 units	\$208		

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

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 31, 2008 • Hinsdale, Illinois • Volume 8 Issue 45 • \$1 on newsstands

SPORTS

Happy Birthday!

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Summer practice makes perfect

Men's baseball