

2009 ADVERTISING RATES



❖ DEADLINES

Issue	Space/Copy Due	Published (week of)
1	March 18	April 13
2	April 29	May 25
3	June 10	July 6
4	July 29	August 24

❖ DISPLAY AD RATES

AD SIZE	OPEN RATE
Centerspread*	\$6,000
Back Page/Covers*	\$3,250
Full Page	\$1,995
1/2 Page	\$1,095
1/3 Page	\$795
1/6 Page	\$495

Process Color: Additional 25% (Maximum \$400)

Spot Color: Additional 12.5% (Maximum \$150)

* Rates for covers and centerspread include process color and are available with 4x commitment only.

❖ CONTACT INFORMATION

North Shore Golf
 10 First Ave. • P.O. Box 6039
 Peabody, MA 01961
800-221-2078 • Fax: 978-532-4250

Phil Broderick, sales manager
 Direct line: 978-818-6320

www.northshoremassgolf.com
sales@northshoremassgolf.com

❖ MECHANICAL REQUIREMENTS

Trim Size: 8.25" x 10.625"
 Binding Process: Saddle-stitched

AD SIZE	WIDTH	HEIGHT
Full page (non-bleed)	7.5"	9.75"
Full page (bleed)	8.5"	10.875"
1/2 page (horizontal)	7.5"	4.806"
1/3 page (square)	4.944"	4.806"
1/3 page (vertical)	2.389"	9.75"
1/6 page (vertical)	2.389"	4.806"

BLEED DIMENSIONS:

• Full page: Final trim size (live area) is 8.25" x 10.625". Centerspread: Final trim size (live area) is 16.5" x 10.625". Bleeds should be 1/4" minimum on all sides. Live copy should be 3/8" minimum away from final trim edges. Document size should reflect final trim size.

ACCEPTED FILE FORMATS AND SPECS

- PDF files. Embed all fonts. Use Postscript fonts only. All images should be 300 dpi and CMYK. PDFs should be pre-flighted before being sent.
- Artwork that is e-mailed must be in one of the following formats: tiff, eps, jpeg and should be scanned and saved at a resolution of at least 300 dpi at final size.
- Questions should be directed to: production@northshoremassgolf.com.

CONTRACT AND COPY REGULATIONS

A proof of an advertisement prepared by North Shore Golf may be requested in advance of publication provided that advertising copy has been given to North Shore Golf at least 7 working days in advance of publication. Proofs are provided in order to reduce the possibility of typographical error. A proof is not to be used as a device for extensive copy or layout revision.

The publisher, Suburban Publishing Corporation, reserves the right to refuse advertisements. No conditions, printed or otherwise, appearing on contracts, orders or copy instructions that conflict with the provisions of this rate card will be binding on the publisher. To secure the benefits of contract discounts, advertisers must arrange for space desired by signing a contract in advance of publication. Contracts may be accepted or rejected at the discretion of the publisher.

The publisher will not be liable for failure to print, publish or distribute all or any portion of any issue in which an advertisement accepted by the newspaper is contained if failure is caused by acts of God or government, strikes, accidents, lack of newsprint, lack of fuel or other circumstances beyond the control of the newspaper.

Any advertisement that has the appearance of editorial or news matter must have the word "advertisement" printed above it at the discretion of the publisher.

All advertisements are accepted and published entirely on the representation that the agency and advertiser are author-

ized to publish the entire contents and subject matter thereof. In consideration of the publication of advertisements, the advertiser and agency will indemnify and save the publisher harmless from and against any loss or expense arising out of publications of such advertisements, including without limitations those resulting from claims or suits for libel, violation of right of privacy, plagiarism or copyright infringement.

Advertising contracts are executed between advertiser and the publisher with the express agreement that the advertiser shall use the minimum space agreed upon, and that if such space is not used in the amount named and as specified, the cost of all space used from the effective date of the contract shall revert to the appropriate rate for which the advertiser did qualify according to the publisher's regular schedule of rates.

Advertising contracts in no way bind the publisher to specific rates but apply to contract discounts on whatever rates are prevailing. Rates may be revised upon 30 days notice by North Shore Golf. In the event of a rate revision, the advertiser may, at his option, cancel any contract in effect without penalty upon written notice to the publisher prior to the scheduled rate revision.

Copy submitted with colored ink or on colored paper with color photographs runs a high risk of losing detail when processed and no quality guarantee is given or implied.