

ADVERTISING RATES 2009

Rate Card 106 Effective 12/31/08

Published: Weekly (Thursday in-home)

Deadline: Noon Monday,
Week of Publication

Format: SAU tabloid

(Earlier deadlines may apply for special sections.
Consult your sales representative.)

Non-Commissionable Display Retail Rates

Column - Inches	Rate
0 - 29 inches	\$17.00
30 - 99 inches	\$14.60
100 - 249 inches	\$13.00
250 - 499 inches	\$11.90
500 PLUS inches	\$10.00

Frequency Discounts Per Column-Inch

48 Weeks	1/4 Page	\$9.30
48 Weeks	1/2 Page	\$8.70
48 Weeks	Full Page	\$7.50

Professional Services Directory

\$210 (pre-paid) six-month contract. \$35 billed monthly thereafter.

Classified Advertising

\$17.00 per inch; \$16.00 per inch after 4th consecutive run with no changes. Approx. 32 words. Agency ads begin at \$24.00. *Classified display, borders and logos are available. Call for pricing.* CONTACT Phyllis Sunberg at 215-248-8818, fax 215-248-8814 or e-mail classifieds@chestnuthilllocal.com

Inserts

Standard \$75/1,000. Other sizes based on weight and space. Sample must be provided for pricing.

Non-Profits

Flat Rate
\$11.50

Antique Column

Open Rate
\$12.00
13 Weeks
\$10.50

Color

**COLOR SELLS
72% BETTER!**



Full Color \$155
Black + One Color \$65

Please include the CMYK breakdown for the color you will be using in your ad when submitting it to the Chestnut Hill Local.

Display Advertising

SONIA LEOUNES

215-248-8133

sonia@chestnuthilllocal.com

MICHAEL LUNEMANN

215-248-8816

michael@chestnuthilllocal.com

The Chestnut Hill Local does not offer commissionable rates.

Requests for special position are 15% extra. Reverses are 10% extra. Acceptance of advertisers and copy subject to approval by publisher.

Make your display advertising
pop all year long!

Chestnut Hill Local

Philadelphia's Award-Winning Community Newspaper

8434 Germantown Avenue

Philadelphia, PA 19118

215-248-8800

www.chestnuthilllocal.com

fax: 215-248-8814

03/10/09

PRODUCTION SPECIFICATIONS

QUESTIONS? HELP!? 215.248.8817

Chestnut Hill Local Production Department:
production@chestnuthilllocal.com

DEADLINE FOR SUBMITTING ADS: MONDAYS, NOON, week of publication.

AD SUBMISSION GUIDELINES

- Is your ad the **CORRECT SIZE?** (SEE BELOW)
- We are happy to create your ad for you and will accept **high quality print documents** as:
 - **PDF/JPEG/EPS/TIFF.**
- Label your files according to the business name and publication date
 - **EX: Hill Company.022108.pdf**
- If you would like to submit Quark 6.5 files, please stuff all files over 10MBs.
 - **INCLUDE** used fonts and images in all compressed files.
- When submitting **PDF** files, please make sure that fonts are **EMBEDDED** and that the **RESOLUTION is 300 dpi or higher.** (*Lower resolution files will result in blurry/fuzzy reproduction in print*). Make sure the settings for pdf creation are set at the **highest print quality.**
- If there is a problem with your ad (*i.e.: print quality, size, format, spelling*) we will notify you as soon as possible. **If your ad appears to reproduce at a lower resolution** the Production Department can recreate your ad to look as similar as the original submitted at no extra charge. We may ask you to provide images and copy for that purpose.
- **FYI:** If you are considering running more than one ad with the *Local* please let us help you. Our design team, **CHESTNUT HILL ART & DESIGN**, can create advertising materials in addition to ads that will run in our paper.

Email ads to: **PRODUCTION@CHESTNUTHILLLOCAL.COM**

CHESTNUT HILL LOCAL COLUMN SIZES

1 column	1.933 inches	(11.6 picas)
2 column	3.992 inches	(24 picas)
3 column	6.05 inches	(36.3 picas)
4 column	8.11 inches	(48.7 picas)
5 column	10.167 inches	(61 picas)

CHECKLIST:

- ✓ **Label the file:** (your company.date.file type)
(*ex: basementplus.092905.eps*)
- ✓ **Measure your ad**
- ✓ **Embed fonts in pdf**
- ✓ **Orig. images included**
- ✓ **Check pdf settings for HIGHEST PRINT QUALITY**

PLEASE DO NOT SUBMIT IMAGES FROM the Internet; they are poor quality (72 dpi). Images and text used in Word may be submitted. We are talented, but not responsible for making improvements on images. Numerous and/or extensive changes to advertisements may result in additional charges. **WE DO NOT USE PUBLISHER, so we can not open those files.**