

# the Cañon BEAT

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## Advertising Rate Card & Ad Guidelines 2010

"The Canon BEAT" is a Free Arts and Entertainment periodical covering Pueblo and the "Heart of Colorado."

If you want to "Go Out! and Have Fun!", you get the BEAT!

If you want to know "What's Happ'n'," you get the BEAT!

Currently, 2,500 copies are distributed to over 100 high traffic businesses in 15 towns in the "Heart of Colorado" each month April thru September. We print double issues for: October/November, December/January and February/March for a total of 9 issues per year..

In order to receive the discounted rate for multiple insertions, the entire amount for ads bought must be paid for by the print date. Please note the rate quoted at the right is per insertion.

All ads include FREE design & layout time. Graphics and copy must be provided.

Two proofs are supplied.

10% Discount For Insertion Ready Ads.

All files need to be formatted to size at 300 dpi or higher.

Ads must be Grayscale.

Art files accepted: .psd, .jpg, .tif, .pdf.; .tif preferred.

10% Discount for 501 (c) 3 Organizations, with copy of letter.

Display Ads. B & W Rates are per insertion	1x	3x	6x	9x
Full Page 9.75"W x 11.35"H	\$350	\$250	\$200	\$175
Half Page (H) 9.75"W x 5.5916"H (V) 4.8"W x 11.35"H	\$265	\$190	\$150	\$130
Quarter Page 4.8"W x 5.5916"H (V) 2.4"W x 11.35"H	\$175	\$135	\$105	\$95
Full Banner 9.75"W x 2.7125"H	\$175	\$135	\$105	\$95
3/4 Banner 7.3"W x 2.7125"H	\$140	\$125	\$95	\$85
1/8 <sup>th</sup> Page (H) 4.8"W x 2.7125"H (V) 2.4"W x 5.5916"H	\$120	\$115	\$90	\$80
Small Square 2.4"W x 2.7125"H	\$55	\$40	\$35	\$30

### DEADLINES:

SPACE RESERVATIONS: Let us know you want to advertise by the 15th of the month prior to publication.

COPY CLOSES: Submit final ad artwork and / or ad changes and submit ad payment by the 20th of the month.