

## DISPLAY ADVERTISING

| Black & White      | 1x      | 3-5x    | 6x      |
|--------------------|---------|---------|---------|
| Spread*            | \$1,120 | \$1,060 | \$1,010 |
| Full page          | \$700   | \$665   | \$630   |
| Jr. page           | \$590   | \$560   | \$530   |
| 1/2 page           | \$420   | \$400   | \$380   |
| 1/3 page           | \$295   | \$280   | \$265   |
| 1/4 page           | \$225   | \$215   | \$200   |
| 1/8 page           | \$125   | \$120   | \$115   |
| Full Color         | 1x      | 3-5x    | 6x      |
| Spread*            | \$1,340 | \$1,270 | \$1,200 |
| Full page          | \$840   | \$800   | \$755   |
| Jr. page           | \$705   | \$670   | \$635   |
| 1/2 page           | \$505   | \$480   | \$455   |
| 1/3 page           | \$350   | \$330   | \$315   |
| 1/4 page           | \$270   | \$255   | \$245   |
| 1/8 page           | \$150   | \$140   | \$135   |
| Covers*            | 1x      | 3-5x    | 6x      |
| Inside (B&W)       | \$770   | \$730   | \$695   |
| Inside (Color)     | \$925   | \$880   | \$835   |
| Back Cover (Color) | \$940   | \$890   | \$845   |

\*Call for availability

## TAILGATERS MARKETPLACE (B&W ONLY)

| Display         | 1x   | 3-5x | 6x   |
|-----------------|------|------|------|
| 3 column inches | \$80 | \$75 | \$70 |
| 2 column inches | \$55 | \$52 | \$49 |
| 1 column inch   | \$38 | \$36 | \$34 |

## 5% discount if full year (6 issues) paid up front.

Note: Frequency discounts based on consecutive issues.

## WEBSITE BANNER ADS

Banner ads are available on our website. They should be vertical, and should be the following size: 154 pixels wide by 452 pixels tall.

Price is negotiable, depending on page, and we'd be glad to talk about swapping for our banner ad on your site.

Traci Grant • (207) 660-2309 • [adsales@trapperspost.com](mailto:adsales@trapperspost.com)

## 2019-20 AD DEADLINES

| Cover Date    | FREE Design/<br>Change<br>Deadline | Final Ad<br>Deadline | Issue Mailing<br>Date |
|---------------|------------------------------------|----------------------|-----------------------|
| Nov/Dec 2019  | Sept. 1                            | Sept. 20             | Oct. 14               |
| Jan/Feb 2020  | Nov. 1                             | Nov. 15<br>(2019)    | Dec. 9<br>(2019)      |
| Mar/Apr 2020  | Jan. 1                             | Jan. 24              | Feb. 17               |
| May/June 2020 | March 1                            | Mar. 20              | April 20              |
| Jul/Aug 2020  | May 1                              | May 22               | June 15               |
| Sep/Oct 2020  | July 1                             | July 24              | Aug. 17               |
| Nov/Dec 2020  | Sept. 1                            | Sept. 25             | Oct. 19               |
| Jan/Feb 2021  | Nov. 1                             | Nov. 20<br>(2020)    | Dec. 14<br>(2020)     |

## AD SUBMISSION INSTRUCTIONS

### Acceptable Applications for Electronic Files

Adobe Acrobat PDF files with proper settings preferred. We accept the following formats: InDesign CC, Illustrator CC, Photoshop CC and earlier. Please embed fonts and images. *We do not accept ads laid out in Word or Publisher.*

**Please Note:** Color ads must be submitted as CMYK. Please test color separations before sending files, to ensure proper plate separation. Please note that black should be defined as 100 percent, and not made up of all four colors. *For best results, small text should not be designed in any other color than black.*

### Acceptable Image Formats

JPG, TIF and EPS

Minimum 200 dpi resolution for photos

Minimum 600 dpi resolution for line art

### Ad and File Submission

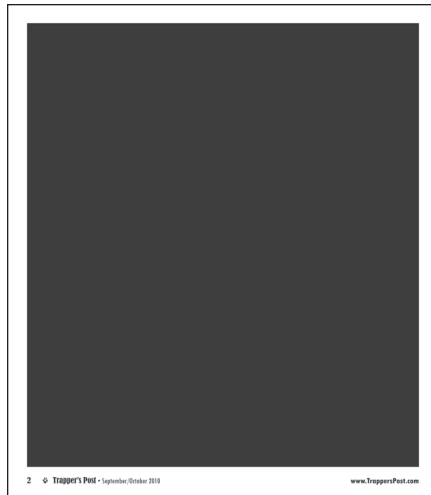
E-mail your ad to [adsales@trapperspost.com](mailto:adsales@trapperspost.com)

## WE CUSTOM DESIGN ADS

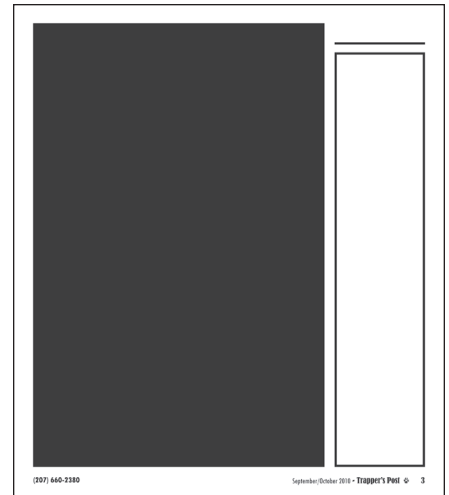
Send us your wording and images and we'll professionally design an ad to suit your needs. Text files may be provided in Microsoft Word or Excel. Image files may be provided in TIF, EPS, JPG, or PDF. **Ad design and changes are FREE—if necessary materials are received by the first day of the month of the final ad deadline.** (See schedule above.) Design work and changes received after that date will cost \$50 per hour.

# AD DIMENSIONS

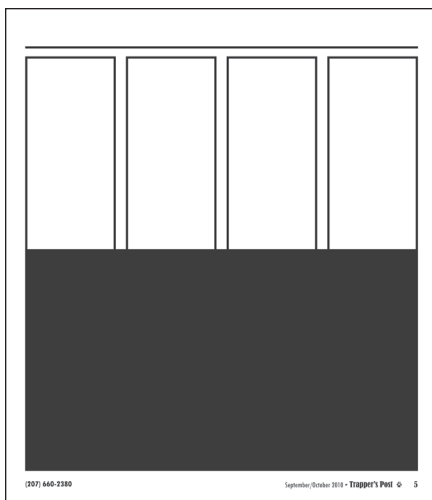
| Display Advertising |           |
|---------------------|-----------|
| Size (in inches)    | W x H     |
| Full page           | 9 ¾ x 11  |
| Jr. page            | 7 ¼ x 11  |
| 1/2 H               | 9 ¾ x 5 ½ |
| 1/2 V               | 4 ¾ x 11  |
| 1/3 H               | 7 ¼ x 5 ½ |
| 1/3 V               | 4 ¾ x 7 ¼ |
| 1/4 H               | 4 ¾ x 5 ½ |
| 1/4 V               | 2 ¼ x 11  |
| 1/8 H               | 4 ¾ x 2 ¾ |
| 1/8 V               | 2 ¼ x 5 ½ |



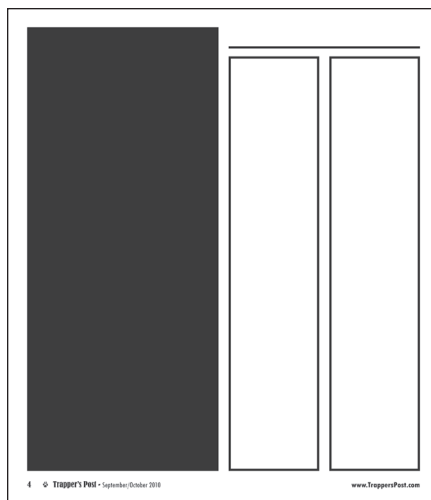
**Full Page**  
9.75 x 11



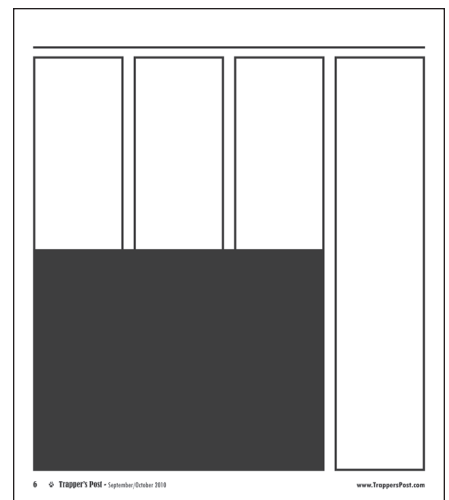
**Jr. Page**  
7.25 x 11



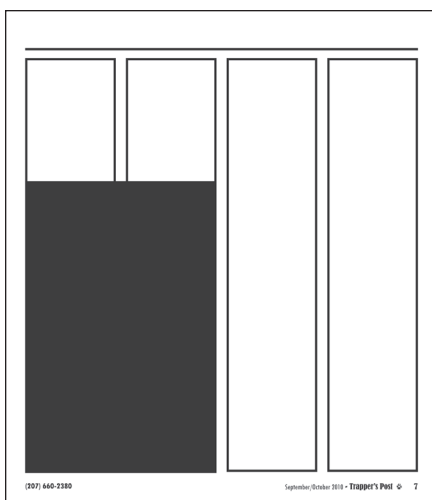
**Horizontal 1/2 Page**  
9.75 x 5.5



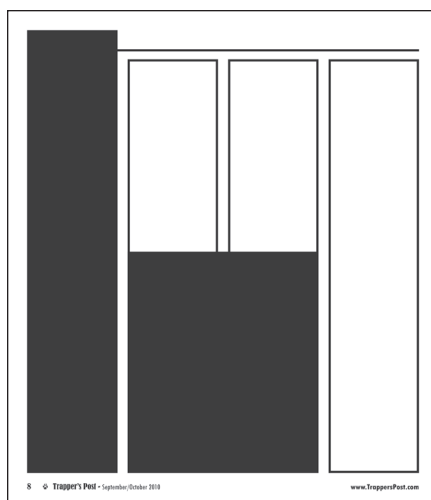
**Vertical 1/2 Page**  
4.75 x 11



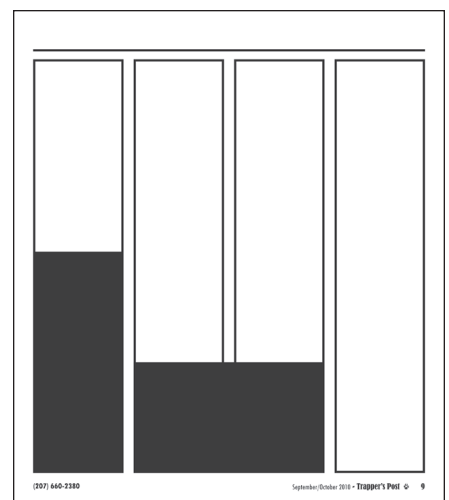
**Horizontal 1/3 Page**  
7.25 x 5.5



**Vertical 1/3 Page**  
4.75 x 7.25



**Vert. 1/4 Page Hor. 1/4 Page**  
2.25 x 11      4.75 x 5.5



**Vert. 1/8 Page Hor. 1/8 Page**  
2.25 x 5.5      4.75 x 2.75