

## 2010 Advertising Sizes and Rates

### *Brecksville Magazine*

Circulation: 6,400

### *Broadview Journal*

Circulation: 8,700

### *Independence Today*

Circulation: 4,000

### *Sagamore Voice*

Circulation: 5,300

2010 Advertising Deadlines for Brecksville, Broadview Heights, Independence & Sagamore Hills

Issue	Deadline	Distribution
January	Dec. 4	Dec. 19
February	Jan. 5	Jan. 20
March	Feb. 5	Feb. 20
April	Mar. 5	Mar. 20
May	Apr. 5	Apr. 20
June	May 5	May 20
July	Jun. 4	Jun. 19
August	Jul. 5	Jul. 20
September	Aug. 5	Aug. 20
October	Sept. 3	Sept. 18
November	Oct. 5	Oct. 20
December	Nov. 5	Nov. 20
January '11	Dec. 3	Dec. 18

### *Richfield Times*

Circulation: 3,500

### *Hinckley Record*

Circulation: 3,600

### *Bath Country Journal*

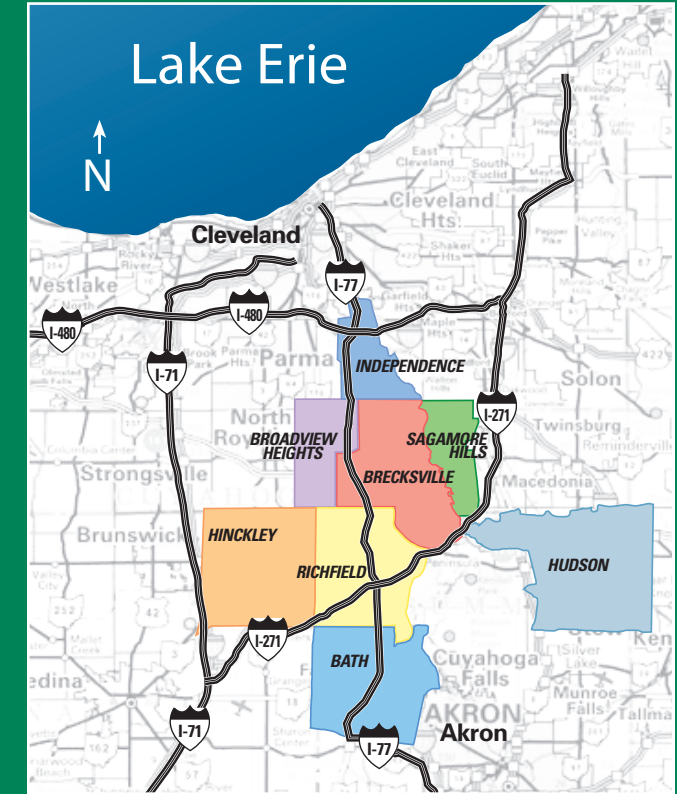
Circulation: 8,300

### *Hudson Life*

Circulation: 10,000

2010 Advertising Deadlines for Richfield, Hinckley, Bath & Hudson

Issue	Deadline	Distribution
January	Dec. 15	Dec. 31
February	Jan. 15	Jan. 30
March	Feb. 15	Feb. 27
April	Mar. 13	Mar. 30
May	Apr. 15	Apr. 30
June	May 14	May 29
July	Jun. 15	Jun. 30
August	Jul. 15	Jul. 30
September	Aug. 13	Aug. 31
October	Sept. 15	Sept. 30
November	Oct. 15	Oct. 30
December	Nov. 15	Nov. 30
January '11	Dec. 15	Dec. 31



*Reaching 50,000  
homes & businesses  
each month*

4300 Streetsboro Road • Richfield, OH 44286

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**DEADLINES**

- Brecksville, Broadview Hts., Indep. and Sagamore Hills: 5th of the preceding month.
- Richfield, Hinckley, Bath and Hudson: 15th of the preceding month.
- Supplement ads: 1st of the preceding month.

**DISTRIBUTION**

- Brecksville, Broadview Hts., Indep. and Sagamore Hills: 20th of the preceding month.
- Richfield, Hinckley, Bath and Hudson: 30th of the preceding month.

**PRODUCTION CHANGES**

We are happy to do all or any part of the art design and typesetting as part of your cost of the ad. However, an additional charge of \$35 may be assessed for late or significant alterations. Proofs cannot be sent for ads received after magazine deadline.

**ART REQUIREMENTS**

Formats:

- Accepted formats: PDF, Illustrator EPS (please convert all files to outlines), Photoshop, TIFF, JPEG

Image Specifications:

- Linked images must be (CMYK or Grayscale TIFF).
- Do not use RGB colors for any object.
- Minimum resolution of 300 dpi @ 100% for photos.
- Minimum resolution of 600 dpi for bitmap line art.

PDF Specifications:

- Embed fonts and images.
- Convert EPS, DCR, or PUB to PDF.
- Do not compress PDF files.
- Use CMYK for full color and eliminate extra spot colors.
- Do not use 4-color black for B/W ad.
- High resolution TIFs or JPEGs are acceptable but PDF is preferred.
- Create the PDF to the exact size of the ad; no white space, crop lines, registration marks, etc.

*Any ads submitted in a format other than those mentioned above may be reworked which may result in a different appearance.*

*Advertiser is responsible for reviewing proof prior to proof deadline.*

E-mail to: ads@scriptype.com

<i>2010 Advertising Rates</i>		
<b>Ad size (width x height)</b>	<b>Brecksville Broadview Bath Hudson</b>	<b>Independence Sagamore Richfield Hinckley</b>
2 3/8" x 5" (1/6 page)	\$ 70	\$ 65
2 3/8" x 6"	\$ 81	\$ 75
2 3/8" x 7"	\$ 92	\$ 85
2 3/8" x 8" (1/4 page)	\$ 104	\$ 96
2 3/8" x 10" (1/3 page)	\$ 125	\$ 115
5" x 2.5" (1/6 page)	\$ 70	\$ 65
5" x 3"	\$ 81	\$ 75
5" x 4" (1/4 page)	\$ 104	\$ 96
5" x 5" (1/3 page)	\$ 125	\$ 115
5" x 6"	\$ 150	\$ 138
5" x 7"	\$ 175	\$ 161
5" x 7.5" (1/2 page)	\$ 187	\$ 172
5" x 8"	\$ 192	\$ 176
5" x 10"	\$ 220	\$ 200
7 1/2" x 2"	\$ 81	\$ 75
7 1/2" x 3"	\$ 112	\$ 103
7 1/2" x 4"	\$ 150	\$ 138
7 1/2" x 5" (1/2 page)	\$ 187	\$ 172
7 1/2" x 6"	\$ 207	\$ 189
7 1/2" x 7"	\$ 231	\$ 210
7 1/2" x 8"	\$ 264	\$ 240
7 1/2" x 10" (full page)	\$ 340	\$ 310
Two 7 1/2" x 10" (2 pgs)	\$ 510	\$ 465
<b>Premium Ads</b>		
Page 1	\$ 425	\$ 395
Page 2	\$ 390	\$ 360
Inside Front/Outside Back*	\$ 595	\$ 565
Inside Back*	\$ 525	\$ 490

*All prices are for one issue in one magazine*  
*\*Cover and Middle Spread Prices include cost for full color*

**COLOR (Price Per Publication)**

- Black + 1 Color: \$75 for any color
- Black + 1 Color: \$30 for featured color
- Full color: \$75 for less than 1/2 page
- Full color: \$125 for 1/2 page or larger

**DISCOUNTS**

- 12 Months Prepaid: 12%
- 6 Months Prepaid: 8%
- Multi Publication (same ad in same month):
  - 5% for two publ.
  - 10% for three
  - 15% for four
  - 20% for five
  - 25% for six or more

*Discounts apply toward ad space. Discounts do not apply toward color costs and are not available for supplement ads, expert articles, inserts or service directory listings.*

**SUPPLEMENTS**

- Each themed supplement is included in the middle of all eight magazines:
    - January - Winter Activities
    - February - Bridal
    - March - Financial Planning
    - April - Home Improvement & Gardening
    - May - Summer Planning
    - July - Pets
    - August - Health & Wellness
    - October - Winter Preparation
  - Supplement ads are discounted from regular pricing and include a second color at no charge:
    - 1/4 page = \$455
    - 1/2 page = \$795
    - full page = \$1250
  - Ad deadline is 1st of preceding month.
- Themes, pricing and deadlines are subject to change*

**FEATURED BUSINESS PROFILE**

- Article written exclusively for your business.
- ScripType writes the contents, takes pictures and designs space. You approve content and design.
- Price = cost of ad - multiple magazine discount + one time processing fee (\$175). Examples:
  - 1 Page, B&W, Independence = \$310 + 175
  - 2 Pages, full color, Richfield & Bath = \$1426 + 175

**FROM THE EXPERTS' ARTICLE**

- Article about specific topic. One article per topic per mag.
- Picture, logo and contact info included.

Word Count:

- 1/2 page: 300 - 400 words, full page: 800 - 950 words

Price:

- 1/2 page: \$70 w/paid 1/2 page ad or \$150 without
- Full page: \$125 w/paid full page ad or \$300 without

**INSERTS**

- 5.5¢ each
- Up to 8.5" x 11"
- Extra cost for additional sheet or heavy stock (>50#).
- Printing and layout available - prices on request.

**SERVICE DIRECTORY**

- Prices are for 6 months:
  - \$120 for one publ.
  - \$216 for two
  - \$306 for three
  - \$360 for four
  - \$420 for five
  - \$468 for six
  - \$504 for seven
  - \$528 for eight
- Billed for 6 months then quarterly. Contact ScripType to remove listing.
- Limited to 5 lines, 24 characters and spaces per line.