

LINCOLN KIDS ★newspaper



2017 Advertising Rates

	Ad Rates		+Color	Dimensions (W x H, inches)	
	1x	4x	CMYK	Horizontal	Vertical
1/8 Page	\$238	\$203	\$45	4.75 x 2.8	2.25 x 5.875
1/4 Page	\$382	\$324	\$65	-	4.75 x 5.875
1/2 Page	\$634	\$545	\$95	9.75 x 5.875	4.75 x 12
Full*	\$973	\$856	\$115	-	9.75 x 12*
Back†	\$1099	\$914	incl.	-	9.75 x 12.5†
Double‡	\$1800	\$1500	incl.	20.25 x 12.5‡	-
Directory	\$54	\$174	-	Word counts vary.	

* A Full Page Ad has the option of an edge-to-edge bleed. If designing your ad with the full bleed edge, please follow the design specifications for the Back Page ad (dimensions listed above and specifications described below).

† The Back Page Ad has the option of an edge-to-edge bleed. If designing your ad with the full bleed edge, essential text and images should lay within the above-mentioned dimensions (the "essential area"). The background image should extend 0.625" on each side of the essential area. Your finished design should be 11" wide by 13.75" high.

‡ A Double Ad (Double-Truck) should be designed with an edge-to-edge bleed. Essential text and images should lay within the above-mentioned dimensions (the "essential area"). The background image should extend 0.625" on each side of the essential area. Your finished design should be 21.5" wide by 13.75" high.

Spring (Feb/Mar/Apr) Deadline Jan 10
 Summer (May/Jun/Jul) Deadline Apr 10
 Fall (Aug/Sep/Oct) Deadline Jul 10
 Winter (Nov/Dec/Jan) Deadline Oct 10

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