

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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