



Advertising Rate Sheet - 2010-11

All rates are per issue unless otherwise noted

Reduced rates apply only to ads run in consecutive issues

Ad Size	4 Color Add'l Fee	Single Issue	6 Issues†	12 Issues†	24 Issues†	Non- Profit†
2 Page Spread	Included	\$650	\$600	\$550	\$500	\$450
Full Page	\$50	\$350	\$340	\$320	\$300	\$250
1/2 Page	\$25	\$180	\$170	\$160	\$150	\$125
1/3 Page	\$20*	\$150	\$140	\$130	\$120	\$100
1/4 Page	\$10*	\$125	\$120	\$115	\$110	\$80
Boxed Card	\$5*	\$50	\$48	\$45	\$40	\$30
Special Box Ads	\$5	\$55	\$53	\$51	\$48	N/A

–Back Cover: \$500

–Inside Front, Inside Back: \$400

–Center Spread: \$700

–1 Year Business Listing: \$190 (\$50 extra for Web Site listing)

–Calendar Listing: \$30/Issue (Up to 25 Words)

–Bleed Ads – \$25 additional fee

–Inserts per 1000: \$60–stuffed, \$80–stapled

* Four Color Options: 4 color additional fee added to per issue cost (additional fees listed in table above). Color for smaller ads based on availability of space.

† To receive a multi-issue discount for advertising, the advertiser and publisher must agree in advance to a publication schedule for the ad units.

Prices are based on advertisers providing film or camera ready art to size.

We do not design ads. If a submitted ad needs to be updated or redesigned, labor is billed at \$50 per hour.

Metroline

495 Farmington Avenue

Hartford, Connecticut 06105

Telephone: (860) 231-8845

Toll Free (outside greater Hartford area): (888) 233-8334

Fax: (860) 233-8338 Email: sales@metroline-online.com

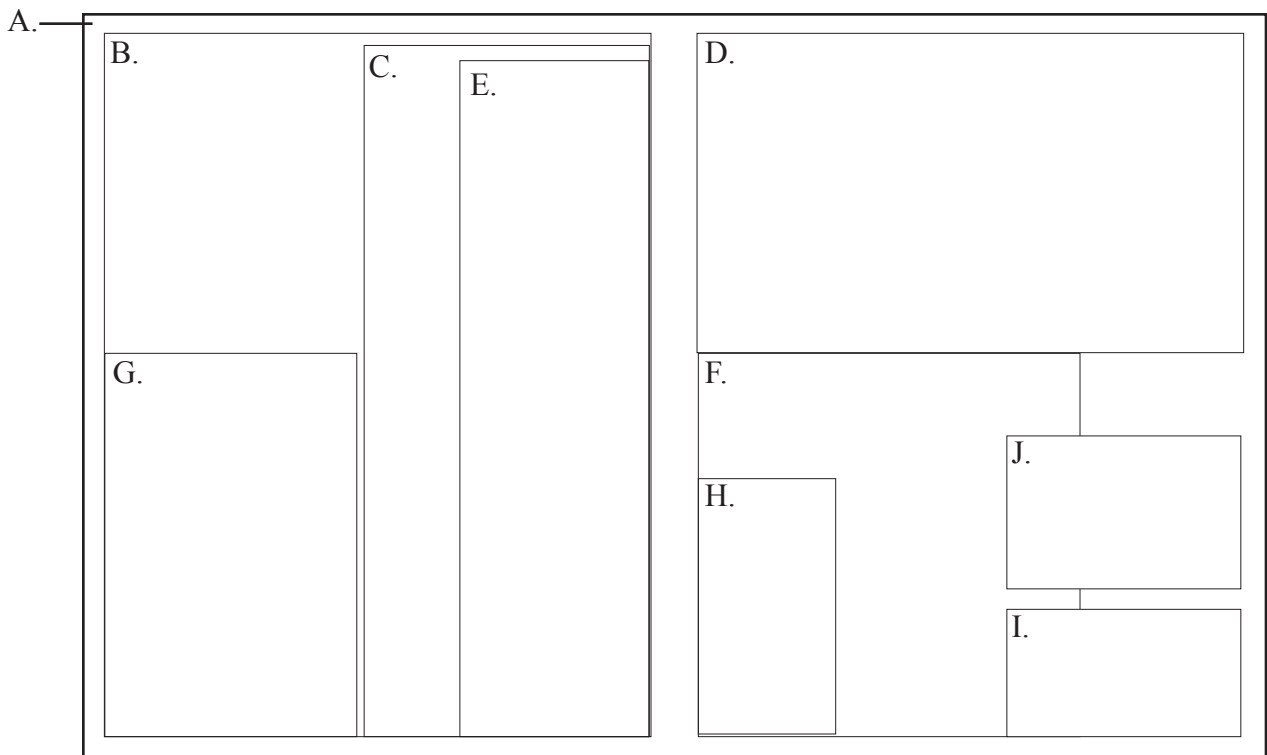


Ad Specifications

Page size: 8.125" x 10.75"

Margins: 0.5"

Ad Size	Non-Bleed	Bleed (.125")	Bleed Live Area
A. Center Spread	15.25 x 9.75	16.25 x 11	15.25 x 9.75
B. Full Page	7.125 x 9.75	8.25 x 11	7.125 x 9.75
C. Half Page Long	3.5 x 9.75	4.125 x 11	3.5 x 9.75
D. Half Page Wide	7.125 x 4.75	8.25 x 5.375	7.125 x 4.75
E. Third Page Long	2.375 x 9.75	N/A	N/A
F. Third Page Wide	4.75 x 4.75	N/A	N/A
G. Quarter Page	3.5 x 4.75	N/A	N/A
Business Card Boxed Ads			
H. Long	1.75 x 3.25	N/A	N/A
I. Wide	3.5 x 1.50	N/A	N/A
J. Special Wide	3.5 x 1.8	N/A	N/A



Deadline for Ads and Copy is the Friday Prior to Publication

JANUARY 2010						
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31						

FEBRUARY 2010						
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JUNE 2010						
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AUGUST 2010						
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NOVEMBER 2010						
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 Ad and Copy Deadline (1 Week Before Publication)

 Publication Date

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APRIL 2011						
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JULY 2011						
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AUGUST 2011						
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SEPTEMBER 2011						
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OCTOBER 2011						
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