

HEIGHTS OBSERVER

READ LOCAL. SHOP LOCAL.

Published by **FutureHeights**

2020 Not-For-Profit Advertising Rates & Specs

Volunteer written & edited; a community-building project of non-profit FutureHeights



Non-profit organizations pay one low rate – regardless of frequency

Documentation of non-profit status is required

	1x rate (for-profit)	Non-profit 4-Color	Non-profit Black & White	Lowest rate (24x contract)
Full page back	\$1,495	NA	NA	
Full page inside	\$1,310	\$755 Vertical format	\$720 9.5" wide x 15.25" high (9 1/2 x 15 1/4)	\$670
1/2 page	\$729	\$447 Horizontal format	\$422 9.5" wide x 7.5" high (9 1/2 x 7 1/2) Vertical format 4.63" wide x 15.25" high (4 5/8 x 15 1/4) Island format 7.13" wide x 9.38" high (7 1/8 x 9 3/8)	\$397
1/4 page	\$455	\$268 Horizontal format	\$246 9.5" wide x 3.5" high (9 1/2 x 3 1/2) Vertical format 4.63" wide x 7.5" high (4 5/8 x 7 1/2)	\$218
1/8 page banner	\$316	\$192 Horizontal format	\$172 9.5" wide x 1.75" high (9 1/2 x 1 3/4)	\$142
1/8 page standard	\$265	\$172 Horizontal format	\$151 4.63" wide x 3.5" high (4 5/8 x 3 1/2) Vertical format 2.13" wide x 7.5" high (2 1/8 x 7 1/2)	\$120
1/16 page	\$168	\$101 Horizontal format	\$81 4.63" wide x 1.75" high (4 5/8 x 1 3/4) Vertical format 2.13" wide x 3.5" high (2 1/8 x 3 1/2)	\$75

Add 15% for special positioning
Ad design available for an extra charge

Technical specifications:
320 dpi. CMYK color
PDF format; full bleed / no crop marks

Completion of terms: The Heights Observer may recover unearned frequency discounts on incomplete programs by rebilling for the difference between the contracted rate and the single insertion rate on all ads that have run.

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Replaces all versions prior to: 11.5.19

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Display Ad Formats

1/2 Vertical
4 ⁵/₈" w x 15 ¹/₄" h

1/2 Horizontal
9 ¹/₂" w x 7 ¹/₂" h

1/2 Island
7 ¹/₈" w x 9 ³/₈" h

1/4 Vertical
4 ⁵/₈" w x 7 ¹/₂" h

1/4 Horizontal
9 ¹/₂" w x 3 ¹/₂" h

1/8 Vertical
2 ¹/₈" w x 7 ¹/₂" h

1/16 Vertical
2 ¹/₈" w x 3 ¹/₂" h

- Use for e-news "small" ad
- Use for e-news "large" ad

1/8 Horizontal
4 ⁵/₈" w x 3 ¹/₂" h

1/16 Horizontal
4 ⁵/₈" w x 1 ³/₄" h

1/8 Banner
9 ¹/₂" w x 1 ³/₄" h