

# HEIGHTS OBSERVER

READ LOCAL. SHOP LOCAL.

Published by **FutureHeights**

## 2023 Advertising Rates & Specs

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



	1x	3x	6x	12x	24x	Non-Profit
	(price per ad)	(price per ad)	(price per ad)	(price per ad)	(price per ad)	
Full page back	\$1,495	\$1,345	\$1,175			
Full page inside	\$1,310	\$1,185	\$1,045	\$928	\$670	
	Vertical format		9.5" wide x 15.25" high (9 1/2 x 15 1/4)			See separate NOT-FOR-PROFIT rate sheet
1/2 page	\$729	\$656	\$583	\$511	\$397	
	Horizontal format		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)			
1/4 page	\$455	\$410	\$364	\$315	\$218	
	Horizontal format		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 )			
1/8 page banner	\$316	\$285	\$253	\$221	\$142	
	Horizontal format		9.5" wide x 1.75" high (9 1/2 x 1 3/4)			
1/8 page standard	\$265	\$239	\$216	\$192	\$120	
	Horizontal format		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 )			
1/16 page	\$168	\$151	\$135	\$118	\$75	
	Horizontal format		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)			
Classified ads	\$41	\$36	\$32	\$29	—	
	Square format		2.33" wide x 2.33" high (2 1/3 x 2 1/3 )			
Prepay and save 5% on a 12x contract: \$330						

- No extra charge for color
- 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

Inserts	\$1,405 for full run	Design, printing, shipping not included
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**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.

**Contact Bob Rosenbaum, [brosenbaum@heightsobserver.org](mailto:brosenbaum@heightsobserver.org); 216-401-9342**

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Replaces all versions prior to: 11.10.22

# HEIGHTS OBSERVER | Display Ad Formats

