

HEIGHTS OBSERVER

READ LOCAL. SHOP LOCAL.

Published by **FutureHeights**

2021 Advertising Rates & Specs

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



	1x (price per ad)	3x (price per ad)	6x (price per ad)	12x (price per ad)	24x (price per ad)	Non-Profit
Full page back	\$1,495	\$1,345	\$1,175			
Full page inside	\$1,310	\$1,185	\$1,045	\$928	\$670	See separate NOT-FOR-PROFIT rate sheet
		Vertical format	9.5" wide x 15.25" high (9 1/2 x 15 1/4)			
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	\$1,305 for full run	Design, printing, shipping not included
	Maximum size	11" x 17"

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; 216-401-9342

The Heights Observer
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Replaces all versions prior to: 11.4.20

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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

1/8 Horizontal
4 ⁵/₈" w x 3 ¹/₂" h
• Use for e-news "large" ad

1/16 Horizontal
4 ⁵/₈" w x 1 ³/₄" h

1/8 Banner
9 ¹/₂" w x 1 ³/₄" h