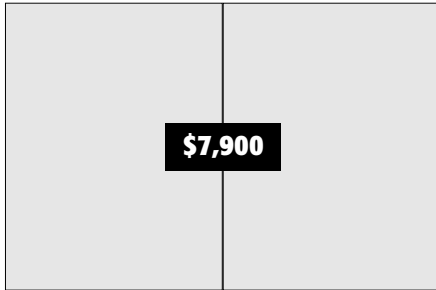


Prices for cover, multi-page sections and multiple issues are negotiable.

4-COLOR

2 FULL PAGE SPREAD W/BLEED

Final size: 17"W x 10.875"H
Bleed size: 17.25"W x 11.125"H



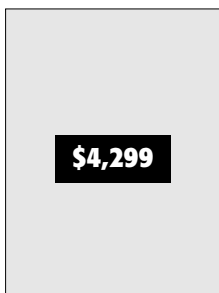
FULL PAGE W/BLEED

Final size 8.5"W x 10.875"H
Bleed size 8.75"W x 11.125"H



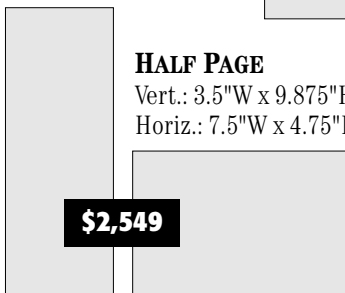
FULL PAGE

8.5"W x 10.875"H



HALF PAGE

Vert.: 3.5"W x 9.875"H
Horiz.: 7.5"W x 4.75"H



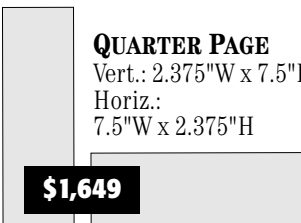
THIRD PAGE

Vert.: 2.375"W x 9.875"H
Horiz.: 5"W x 4.875"H



QUARTER PAGE

Vert.: 2.375"W x 7.5"H
Horiz.: 7.5"W x 2.375"H



\$1,299

NINTH PAGE

Vert.: 2.375"W x 3.25"H



\$1,049

TWELFTH PAGE

Square
2.375"W x 2.375"H



REUNION CELEBRATIONS CLOSING DATES

Issue and Online date September 1, 2018

Space reservation 8/14/18
Materials due 8/23/18

Issue and Online date March 1, 2019

Space reservation 2/12/19
Materials due 2/20/19

Issue and Online date September 1, 2019

Space reservation 8/14/19
Materials due 8/21/19

GENERAL CONDITIONS

Written confirmation/insertion order **required** before ads are placed.

1. All advertising is subject to publisher's approval.
2. Positioning instructions on insertion orders are treated as requests, not as binding on the publisher.
3. Production charges will be billed at cost and are non-commissionable.
4. No cancellations accepted after space closing date.
5. Terms net 30 days.
6. Interest on past due balances is charged at the rate of 1.5% per month.
7. Publisher's liability for failure to insert an ad is limited to a refund of the amount paid for the ad.
8. Publisher is not bound by any conditions, oral or written, which conflict with the rate card.
9. Whenever a contract is accepted with a discount and a later insertion does not adhere, we reserve the right to bill and regain the full percent.
10. We do our best to match colors to provided proofs. Unfortunately, color differences may occur due to variations in printing processes and paper qualities.

COMMISSION

Agency Commission 15% to recognized agencies for display advertising only.

Technical Questions? Call or email Jennifer at 414-581-2725 or ruethgraphics@sbcglobal.net.

FILE FORMATS & REQUIREMENTS:

- ftp
- Hard copy color proof – advertisers preference
- High-resolution pdf preferred (with bleeds and crop marks only when ad bleeds)

MECHANICAL SPECIFICATIONS

1. Prints offset
2. Saddle stitched
3. Live area 8.25" x 10.625"
4. Final size 8.5" x 10.875"
5. Bleeds – 1/8" on all sides