

2010 Deadlines & Advertising Rates

FEATURING DEEP CREEK LAKE & SURROUNDING RESORT AREAS

REAL DEEP CREEK
MAGAZINE
AND REAL ESTATE GUIDE

FALL 2009

WATERFRONT HOME ON DEEP CREEK LAKE
Presented by
Betsy Spiker
Long & Foster, Realtors
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2010 Advertising Rates

CONTRACT RATES

(ALL CONTRACTS
ARE FOR 4 CONSECUTIVE ISSUES)

Full Page	\$600.00
Half Page	\$375.00
Quarter Page	\$200.00

NON-CONTRACT RATES

Full Page	\$650.00
Half Page	\$425.00
Quarter Page	\$250.00

PREFERRED PAGE PLACEMENT

Front Cover	\$995.00
Back Cover	\$900.00
Inside Front Cover	\$750.00
Page 3	\$750.00
Inside Back Cover	\$750.00
Center Spread	\$1,350.00

Payments Overdue

Any invoices OVER 60 days due will be subject to collection charges if necessary. Advertiser agrees to pay all costs of collection to include reasonable attorney's fees made necessary by non-payment.

\$25.00 Charge

will be incurred for any returned checks.

Other Charges...

One-time set-up fee	\$95.00
"Fixed" page position	add'l. \$40.00
Silhouette & airbrushing photos	min. \$60.00
Revisions after copy submission	\$50.00
Reprints available	Call for pricing

Contracts

Are for a minimum of 4 consecutive issues & continue in force until cancelled with a 30-day written notice.

General Policy

Credit card will be charged if payment is not received within 45 days of invoice.

!RADHAL

DEEP CREEK

MAGAZINE

AND REAL ESTATE GUIDE

AD SUBMISSION

Submit Ads to: ads@RADHAL.com

IMAGES

WE ACCEPT THE FOLLOWING:

JPEG

A compressed format used on the web. Supplied image **MUST** be at least 300 dpi.

TIFF

A standard file format. Supplied image **MUST** be at least 300 dpi.

WE DO NOT ACCEPT GIF IMAGES.

If sending more than one file, please attach them to separate email messages.

Digital camera photos must be 72 dpi with an image size of 18" x 25".

Camera resolution should be a minimum of 1024 x 786 pixels, with a preferred resolution of 1600 x 1200 pixels.

DOCUMENTS

WE ACCEPT THE FOLLOWING:

QUARK XPRESS

Up to Version 7.31
ALL fonts and images **MUST** be included.

ADOBE ACROBAT PDF

All fonts **MUST** be imbedded.
Resolution **MUST** be a minimum of 300 dpi.

DOCUMENTS

WE DO NOT ACCEPT THE FOLLOWING:

ADOBE PAGEMAKER

MICROSOFT PUBLISHER

(**MUST BE CONVERTED TO A PDF**)

Please note, if supplied in this format, the files will be converted and recreated.

WE ACCEPT:



WINTER

AD COPY DUE
TUESDAY
DEC 1

DISTRIBUTION
Week of January 1, 2010

SPRING

AD COPY DUE
TUESDAY
MAR 2

DISTRIBUTION
Week of April 1, 2010

SUMMER

AD COPY DUE
TUESDAY
JUN 1

DISTRIBUTION
Week of July 1, 2010

FALL

AD COPY DUE
WEDNESDAY
SEPT 1

DISTRIBUTION
Week of October 1, 2010

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