

"The Shelby Reports: West, Southwest, Southeast, Northeast and Midwest - America's Choice for Regional Coverage."

2011 Four Color Advertising Rates*

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Ad Size	Dimensions	1 x	3 x	6 x	12 x	24 x	36 x	48 x	
Full Page	FULL PAGE BLEED 11.375"W x 15.5"H	\$5,709	\$4,853	\$4,568	\$3,998	\$3,426	\$3,140	\$2,855	\$11,770
	5 col x 14" 10.375"W x 14"H	Per Edition	Per Edition	Per Edition	Per Edition	Per Edition	Per Edition	Per Edition	
Jr. Page	JR. PAGE W/BLEED 8.775"W x 10.8"H <i>Right page placement.</i>	\$3,996	\$3,397	\$3,197	\$2,798	\$2,398	\$2,198	\$1,998	\$8,240
	4 col x 10" 8.275"W x 10"H	Per Edition	Per Edition	Per Edition	Per Edition	Per Edition	Per Edition	Per Edition	
1/2 Page	HORIZONTAL W/BLEED 11.375"W x 7.8"H	\$3,710	\$3,154	\$2,968	\$2,597	\$2,226	\$2,041	\$1,855	\$7,650
	5 col x 7" Horiz. 10.375"W x 7"H								
	VERTICAL W/BLEED 5.94"W x 15.5"H <i>Right page placement.</i>								
	2.5 col x 14" Vert. 5.1875"W x 14"H								
1/3 Page	4 col x 6" Horiz. 8.275"W x 6"H	\$2,968	\$2,523	\$2,375	\$2,078	\$1,781	\$1,633	\$1,484	\$6,120
	3 col x 8" Vert. 6.175"W x 8"H	Per Edition	Per Edition	Per Edition	Per Edition	Per Edition	Per Edition	Per Edition	
1/4 Page	4 col x 4.5" Horiz. 8.275"W x 4.5"H	\$2,512	\$2,163	\$2,010	\$1,759	\$1,508	\$1,382	\$1,256	\$5,178
	3 col x 6" Square 6.175"W x 6"H								
	2 col x 9" Vert. 4.075"W x 9"H								
1/5 Page	HORIZONTAL W/BLEED 11.375"W x 3.58"H	\$2,284	\$1,942	\$1,828	\$1,599	\$1,371	\$1,257	\$1,142	\$4,708
	5 col x 3" Horiz. 10.375"W x 3"H								
	3 col x 5" Vert. 6.175"W x 5"H								
Express Lane	1.5 col x 4" 3.122"W x 4"H	This WEST/SW/SE/NE/MW feature allows you to advertise your new products/services in color at a reduced rate!*							

* These rates are subject to change. Please call your Shelby Publishing Sales Rep for information about current rates and promotions.

** Runs all (5) regions, same month. Ads must be same size, but may change ad in each or any edition. For multiple months, discount 1% for each month (i.e. 6X schedule earns 6% discount; 12X schedule earns 12% discount within 12-month cycle). GLOSSY pages, add 20%. Please call your Shelby Publishing Sales Rep for availability or call 770-534-8380.

Cover Positions (High Def, 60# Offset)

Front Banner (11.375"W x 3.5"H which includes .25" bleed to trim on left, bottom and right)	Extra 30%
Back Cover (10.375"W x 14"H; no bleed)	Extra 20%
Inside Front Cover (11.375"W x 15.5"H which includes .25" bleed to trim on all sides)	Extra 15%
Inside Back Cover (11.375"W x 15.5"H which includes .25" bleed to trim on all sides)	Extra 10%

Glossy Center (80# Gloss Text)

Power Center (all four positions)	\$22,025
Full Center Spread Ad (22.25"W x 15.5"H which includes .25" bleed to trim on all sides)	\$12,560
Front Center Spread Ad (11.375"W x 15.5"H which includes .25" bleed to trim on all sides)	\$6,100
Back Center Spread Ad (11.375"W x 15.5"H which includes .25" bleed to trim on all sides)	\$5,900

Rates negotiable for contracts exceeding 12 insertions.