

Attraction

The Good News Magazine

May 2009



"Berry Good!"

by Harriett Downes-Slaughter

**Art • Theatre • Boating
People and Events**

\$15 per column inch

Number of columns (width of ad) x the height of ad (in inches) x \$15 = Investment
EXAMPLE: An ad that is 2 columns wide x 5 inches tall x \$15 = \$150

For advertising in all eight (8) issues
we offer the following DISCOUNTED RATES:

Full Page	5 column x 11.5 inches.....	\$733
Half Page Vertical	2½ column x 11.5 inches.....	\$379
Half Page Horizontal....	5 column x 5.5 inches.....	\$379
Quarter Page.....	2½ column x 5.5 inches.....	\$195
Easton, St. Michaels, Chestertown, Cambridge and Oxford Pages (1/6 page).....	2½ column x 3.5 inches.....	\$95

Full Color is \$150 additional (Flat Rate)

TERMS: Net 30 days.

- There is an additional 2% discount for contract advertising paid in advance.
- One proof shown on request without charge. Additional proofs are \$25 each.
- Rates are net and not subject to commissions to ad agencies or others.

Our Waterfowl Festival edition rates are \$17 per column inch except for advertisers under contract for all eight (8) issues.

Specifications for Ad Columns:

1 column	1.75 inches	Columns per page: 5
2 column	3.4 inches	
2½ column	4.5625 inches	Length per column: 11.5 inches
3 column	5.5 inches	
4 column	7.375 inches	Full Color Available Flat Rate \$150
5 column	9.25 inches	

Celebrating our 31st Anniversary

The Good News Magazine...since 1979

2010 RATES and Deadlines

Our rates remain affordable at \$15 per column inch.

www.attractionmag.com

Press Run 13,000; more for special events.

Free distribution at more than 600 locations
on Maryland's Eastern Shore.

Attraction Magazine

P.O. Box 360 • Easton, MD 21601

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EDITION	Editorial Deadline	Ad Deadline	Publication Date
APRIL	March 8	March 17	March 31
MAY	April 5	April 14	April 28
JUNE	May 3	May 12	May 26
JULY	June 7	June 16	June 30
AUGUST	July 5	July 14	July 28
SEPT./OCT.	August 9	August 18	September 1
NOVEMBER	October 11	October 13	October 27
DECEMBER	November 1	November 10	November 24

Guidelines for electronic files:

- Advertisers are strongly encouraged to submit high-quality materials.
- When submitting documents via email, include advertiser's name in the subject line.
- All colors and images must be converted to CMYK. Color shift will occur on any ad submitted with RGB colors.
- All ads must be set to the appropriate dimensions.

PDFs: (PREFERRED) All digital files should be submitted as Press-Optimized PDF documents.

Native Files: We accept Mac-based native files in Adobe InDesign CS4, Quark Xpress6.5 or under, Adobe Illustrator, or Photoshop. Native files must be submitted with all supporting graphics and fonts.