

# AD SPECS

All ad files to be in PDF format. All scanned images must be high-resolution (300dpi), CMYK (no spot colors, RGB, LAB, or ICC color profiles), and saved in TIFF or EPS format. All fonts must be embedded. File to contain only one page or one spread.

## Eighth Page

2" x 1.5625"

**\$45**

## Quarter Page

2" x 3.25"

**\$75**

**Place & Pay Online** at [pratersmill.org/fair/program/](http://pratersmill.org/fair/program/)

Ad Placement & Design Deadline: **September 1**

Camera Ready Art Deadline: **September 10**

High-resolution PDF with fonts embedded

All ads are full color 4/4 @300DPI

Additional 15% for billed at 30 days

Ad Design **+\$50**

## Half Page

4.125" x 3.25"

**\$135**

2016 Press Run: **4,000**

2015 Paid Guests (with rain): **8,000**

2015 Programs Download from Web: **1,600+**

# Prater's Mill

Established 1855

## COUNTRY FAIR

AN ALL VOLUNTEER  
NOT-FOR-PROFIT ORGANIZATION

## Full Page

4.125" x 6.65"

## Full Page w/ bleed

4.125" x 6.65" (live area)

4.75" x 7.25" (trim size)

5" x 7.5" (bleed size)

Regular Placement **\$250**

Premium Placement **\$350**

(Page 3, Inside Front or Inside Back Cover)

Two Page Spread **\$450**

(Regular Placement - Premium placement \$650)

Back Cover **\$500**