

# Entertainment Connection

## Both print and internet

<u>AD SIZE</u>	<u>B&amp;W</u>	<u>COLOR</u>
Back Cover (Color only)		\$3,000
Inside Front Cover	\$1,900	\$2,700
Inside Back Cover	\$1,800	\$2,600
Full Page	\$1,600	\$2,400
Half Page (Vertical)	\$1,000	\$1,800
Half Page (Horizontal)	\$1,000	\$1,800
Quarter Page	\$ 550	
1/8 Page	\$ 295	

## Internet Only

\$375 month	460 Banner
\$250 month	128 Banner

## **Mechanical Requirements for Print**

**Image Area** - 7-5/8" x 9-3/8"

**Trim Size** - 8-1/8" x 10-3/4"

**Full Bleed Page** - 8-3/8" x 11"

**Bleeds** - 1/8"

**Halftone Screen** - 150 LPI

**Email** - 300dpi, CMYK Color TIFF, PDF or EPS

## **Ad Dimensions**

**Full Page** - 8-1/8" x 10-3/4"

**1/2 Page (horizontal)** - 7-1/8" x 4-3/4"

**1/4 Page (vertical)** - 3-7/16" x 4-11/16"

**1/12 Page (Business Card Siize)**- 2-1/4" x 2-1/4"

*\* Keep all type 0.5" (12.7mm) from trim, bottom, side & gutter*

## **Mechanical Requirements for internet only ads**

**We accept the following formats:**

**JPG, GIF, PDF, PNG and Flash File**

It may have a maximum file size of 25kb. Animations are acceptable as long as they aren't too distracting from the rest of the site. You may also specify additional image "alt" text and status bar information to be displayed when a visitor's pointer rolls over the banner.

## **Ad Dimensions**

**468x60 Banner Ad**

**120x60 Banner Ad**