



Print Advertising Rates:

2020 Advertising

Ad Size	Inches	Ad Dimensions	Open Rate	13 Weeks	26 Weeks	52 Weeks
Full Page	84"	10" x 14"	\$924	\$672	\$588	\$462
3/4 Page	63"	10" x 10.5"	\$693	\$504	\$441	\$378
2/3 Page	56"	6.611" x 14"	\$616	\$448	\$392	\$336
1/2 Page	42"	10" x 7"	\$483	\$336	\$315	\$294
1/3 Page	28"	3.222" x 14"	\$322	\$238	\$210	\$196
1/4 Page	21"	4.917" x 7"	\$252	\$178.50	\$168	\$157.50
1/5 Page	15"	4.917" x 5"	\$180	\$165	\$150	\$135
1/8 Page	10.5"	4.917" x 3.5"	\$131.25	\$120.75	\$110.25	\$99.75
1/12 Page	8"	3.222" x 4"	\$104	\$96	\$88	\$80
1/16 Page	5"	3.222" x 2.5"	\$65	\$60	\$55	\$50

For church and charity, the 13-week rate applies. Contract advertisers are guaranteed their rate for the term of the contract. Contract advertisers who fail to fulfill their contract agreements are subject to a rate adjustment charge based on actual expenditures plus penalty if necessary. A 50% cancellation fee will be charged on advertisements cancelled after the ad placement deadline. Dates and deadlines for cancellations of ads are the same as the deadlines for placing ads. A 10% pickup discount is applied to ads placed in other Swift Communications publications within a 7-day time period.

Ad sizes and specifications

WE ACCEPT THE FOLLOWING FILE FORMATS:

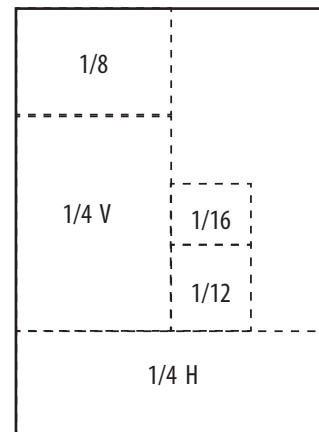
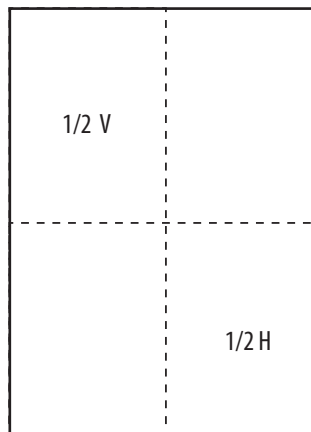
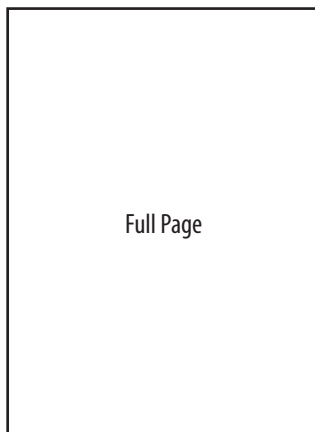
WORKING FILE

- Adobe Photoshop (up to CS6) .psd, .jpg, or .tif - flattened
- Adobe Illustrator (up to CS6) .ai or .eps - all fonts outlined
- Adobe InDesign (up to CS6) .indd - all linked files and fonts provided)

When providing working files, please ensure you include all linked files, photos and fonts.

Camera-ready ads are accepted in Adobe PDF format only. We DO NOT accept PDF files created from Microsoft Word, Microsoft Publisher, WordPerfect, CorelDRAW, or any other application not specifically listed above as acceptable.

Files containing color must be saved as CMYK color builds. All resolution should be 200dpi or higher for newsprint, 300 dpi or higher for magazines.



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