



2015 - 2016

MEDIA ADVERTISING

INFORMATION GUIDE

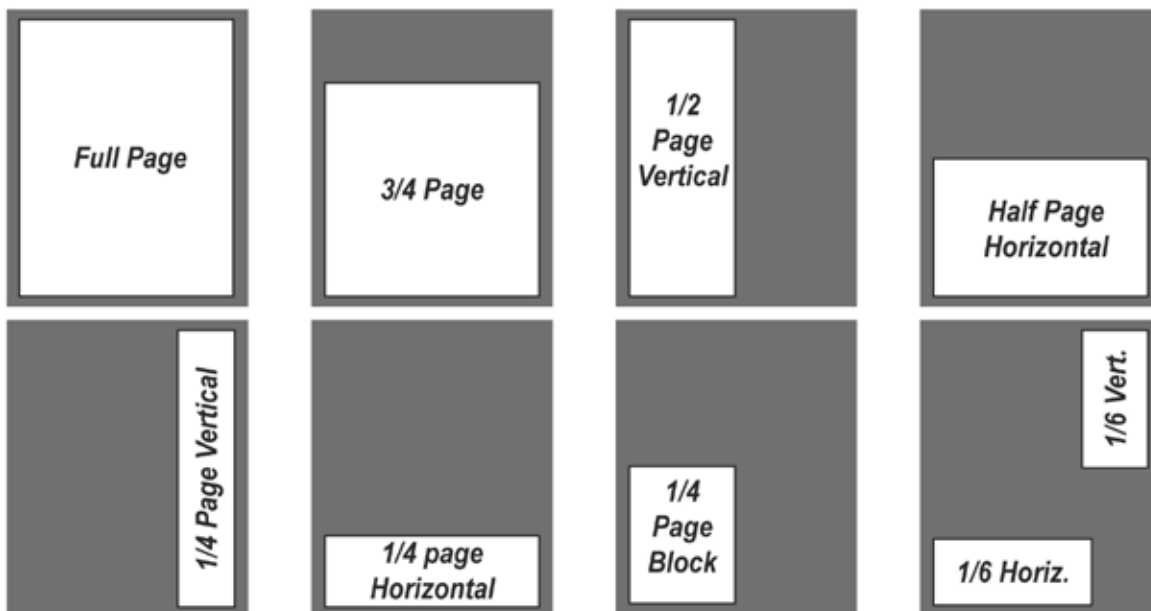
The "POLISHED" is the official publication of the East Baton Rouge Council on Aging

PUBLICATION ADVERTISEMENT SIZES

Did you know? Facts about POLISHED

- Published by an organization with 42 years of experience serving the needs of the seniors of East Baton Rouge Parish
- 85,000; number of citizens in East Baton Rouge over the age of 60+
- Distributed throughout the parish to 45-90 age demographic/readership
- Information for seniors AND their caregivers, family members, friends
- Interesting/informational stories addressing the diverse needs of the aging

Finished publication measures "8.5x11"



Ad Size Dimension (in inches)	
Back Cover (full bleed)	8.5" x 11"
Full Page	7.5" x 9.75"
3/4 Page	7.5" x 7.5"
1/2 Page Vertical	3.67" x 9.75"
1/2 Page Horizontal	7.5" x 4.75"
1/4 Page Vertical	3.6" x 4.75"
1/4 Page Horizontal	7.5" x 2.3"
1/4 Page Block	3.6" x 4.75"
1/6 Page Vertical	2.4" x 4.75"
1/6 Page Horizontal	5" x 2.25"

NOTE: Please make sure that all submitted artwork is camera ready. (Must be 300dpi or higher. Artwork must be in CMYK Color Mode.

Acceptable formats:
(.jpg, .pdf, .png, .eps).

ADVERTISING SCHEDULE + QUARTERLY AD RATES

Note: Back, Inside Covers
Full Color Only!

AD SIZES:	4 Quarters	3 Quarters	2 Quarters	1 Quarter
Back Cover	\$900.00	\$950.00	n/a	n/a
Full Page	\$450.00	\$575.00	\$600.00	\$550.00
3/4 Page	\$350.00	\$475.00	\$500.00	\$550.00
1/2 Page	\$275.00	\$300.00	\$350.00	\$450.00
1/4 Page	\$200.00	\$250.00	\$300.00	\$400.00
1/6 Page	\$150.00	\$175.00	\$200.00	\$250.00

PREFERRED POSITIONS:

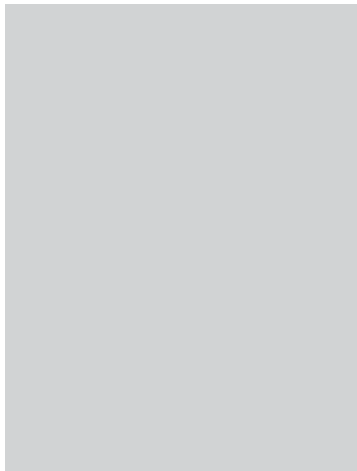
AD SIZES:	4 Quarters	3 Quarters	2 Quarters	1 Quarter
Back Cover	\$900.00	\$950.00	n/a	n/a
Inside FrontCover	\$850.00	\$875.00	n/a	n/a
Inside Back Cover	\$650.00	\$775.00	n/a	n/a

SUBMISSION DEADLINES

Note: Submission deadlines are final and will not be modified. Please ensure that you adhere to these dates listed below to ensure your advertising material is included in the publications within that quarter.

AD SIZES:	Space Reservation	Materials Set	All ads Due
1st Quarter	August 12	August 13	August 14
*Candidates Forum Issue	*September 6	September 11	September 14
2nd Quarter	December 9	December 10	December 11
3rd Quarter	March 27	March 30	March 31
4th Quarter	June 10	June 11	June 12

Art Charges: If artwork is created by our marketing staff, there is a \$25-\$50 art charge in addition to the cost of the advertisement.



FOR MORE INFORMATION CONTACT:
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