

# Advertising Rates

# 2009

# MURRAY LIFE

<b>1/3 Square</b> 4 1/2" x 4 5/8"	<b>1/6 V</b> 2 1/4" 4 5/8"
<b>1/2 H</b> 7" x 4 5/8"	

<b>1/6 H</b> 4 3/8" x 2 3/4"
<b>1/2 Island</b> 4 5/8" x 7"

<b>1/3 H</b> 7" x 3 1/8"
<b>2/3 H</b> 7" x 6 1/8"

<b>2/3 V</b> 4 1/2" x 9 1/2"	<b>1/3 V</b> 2 1/4" 9 1/2"
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<b>1/4 V</b> 3 3/8" 4 5/8"	<b>1/2 V</b> 3 3/8" 9 1/2"
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<b>Full Page</b> 7" x 9 1/2"
<b>Business Card</b> 3 1/2" x 2"

## Color Advertising Rates

Full Page	\$825
2/3 Page	585
1/2 Page	435
1/3 Page	315
1/4 Page	230
1/6 Page	175
Business Card	105

### Modifications to Rates:

All ad rates are subject to modification by publisher.

### Mechanical Requirements

- Trim size: 8 1/4" x 10 3/4" - Bleed size: 8 1/4" x 11"
- For bleed ads, keep live matter at least 1/2" from all outside edges.
- Advertiser to furnish electronic files in Mac compatible formats (i.e. PDF, Quark, Photoshop) and a digital proof.
- For the quality of your reproduction files, it is highly recommended the resolution be 300 dpi or greater.

### About the Insert

• The insert will be 8 pages of typical *Murray Life* information in the center of the magazine. Space is allotted for 4 total pages of full-color advertising.

### Binding and Distribution

• Issue will be saddle stitched. Expected press run of 3,000 allows for distribution through the Chamber of Commerce. In addition, *MLM* will pay to mail to each Chamber member. Mailing to all Chamber members and *MLM* subscribers will be in a polybag, permitting additional inserts.

### Contract and Copy

- Advertiser assumes liability for all ad content.
- Ad acceptance and position are at the discretion of the publisher.
- *Murray Life* will typeset and assist with the design of ads for a charge of \$30 per hour, minimum charge: \$30.

## Advertising Inquiries:

*Murray Life Magazine*

270-753-5225

[www.murraylifemagazine.com](http://www.murraylifemagazine.com)

[murraylife@aol.com](mailto:murraylife@aol.com)