

SiDEKiCK Ad Rates and Policies - (effective Feb 8th - June 15th, 2007)

SiDEKiCK Ad Rates Table

Issues	1/16 page	1/8 page	1/4 page	1/2 page	Fullpage	Backpage
1-2	\$33.25	\$66.50	\$133	\$266	\$530	\$800
3-5	\$31.50	\$63	\$125	\$250	\$505	\$760
6-13	\$30	\$60	\$123	\$240	\$480	\$720
14+	\$28.25	\$56.50	\$115	\$225	\$450	\$680
New Biz	\$25	\$50	\$100	\$200	\$400	\$600
501c3	\$20	\$40	\$80	\$160	\$320	\$480
Color	+7.50	+15	+25	+50	+100	+0



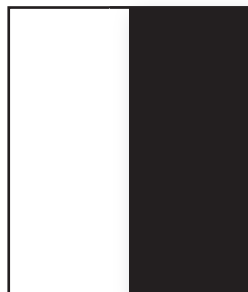
Full/Back Page

Size Options:

10" wide x 12.1" tall

Good For:

- Very Large Events (ex. Valleyfest / County Fair)
- Huge Music Schedule (ex. Big Easy)
- Large Touring Concerts (ex. Nickelback)



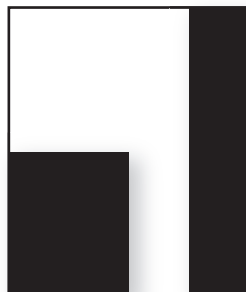
1/2 Page

Size Options:

5" wide x 12.1" tall
10" wide x 6" tall

Good For:

- New Businesses (ex. Paradise Restaurant)
- Large Music Schedule (ex. Rock Coffee, Caterina)
- Large Events (ex. RAWK Final Four)



1/4 Page

Size Options:

5" wide x 6" tall
2.5" wide x 12.1" tall
10" wide x 3" tall

Good For:

- Medium Size Events (ex. CenterStage, ella's)
- Tickets-on-Sale (ex. Merle Haggard)
- Music Schedule (ex. Brooklyn Nights, Spread)



1/8 Page

Size Options:

5" wide x 2.9" tall
2.5" wide x 6" tall

Good For:

- Small Events or shows (ex. Health & Beauty Show)
- Branding (ex. Boo Radley's)
- Name Recognition (ex. TEN Salon, Timebomb)



1/16 Page

Size Options:

2.5" wide x 2.9" tall

Good For:

- Name Recognition (ex. Blue Door Theatre)
- Coupons (ex. Bobo's Video)

Deadlines:

Ads must be reserved the Friday before the issue hits stands. (ex. ads for the Feb 22nd issue are due by Fri, Feb 16th)

Guaranteed Placement:

For guaranteed special placement on a specific page please add 15%.

Ad Design:

Ad design is available for a flat fee of \$25. Free ad design is available on a limited basis for longer contracts.

Agency Discount:

The SiDEKiCK gives a standard 15% agency discount.

Tech Stuff:

All ads received must be camera-ready, hi-res PDF, EPS, TIFF or JPEG files in the CMYK or GREYSCALE color space. Target dpi should be 300 dpi. Please embed all links and fonts and use 100% black over 4-color black, especially for text and borders. PDF files should be saved to Acrobat Version 4 (1.3) for best results.

New Business Discount:

The New Business rate is a special price category reserved to help new businesses get a foothold in Spokane. Businesses are eligible for this rate during their entire first year of business. This rate category requires no contract for the discount. (Agency accounts are not eligible for this discount)