

# The Quincy Sun

Quincy's Own Weekly Newspaper Since 1968

## Advertising Rates & Information

### Sun Advertising Rates Per Column Inch

<b>Retail</b>	\$15.00 (Open)	\$11 (2-4 wks)	\$10 (5-10 wks)	\$9 (11 or + wks)
<b>National</b>	\$16.00	(contract rates available)		
<b>Classified</b>	\$9.00 (Open)	\$8 (2-4 wks)	\$7.50 (5-10 wks)	\$7 (11 or + wks)
<b>Legal</b>	\$15.00			
<b>S.A.U.</b>	\$17.00			
<b>Spot Color Charge</b>	\$100 (1 color)	<b>• 4 Color Process</b>		\$150
<b>Inserts</b>	\$350 for full press run - 6,500 inserts (supplied by advertiser)			

### Advertising Deadlines

Deadline for retail and legal advertisements is Monday at 2 p.m. the week of publication. Advertisers requesting proofs should submit their ads by 4 p.m. on the Friday before the week of publication. Camera-ready ads will be accepted until noon Tuesday the week of publication provided space for the ad is reserved by the Friday at 4 p.m. before publication. Deadline for classified advertisements is Monday at 4 p.m.

### Omissions and Errors

*The Quincy Sun* assumes no financial responsibility for typographical errors in advertisements but will reprint that advertisement in which the typographical error occurs. Advertisements, including those on contract, should be checked by the advertiser the first week. Adjustment for errors is limited to the first week's insertion. It is the advertiser's responsibility to notify *The Quincy Sun* if any error occurs.

### Circulation Information

The Quincy Sun has a paid circulation of approximately 6,500 and is published weekly 52 times a year. The Sun is dated Thursday and is delivered to newsstands, distributed to carriers and mailed on Wednesday.

### Payment Terms

Advertisers not on a contract basis are billed the week their ad appears. Advertisers on a contract are mailed a statement each month. All bills and statements are due within 30 days of receipt.

### Mechanical Requirements

#### Tabloid - 6 cols. by 16" depth

#### Column Size In Inches:

- 1 col: 1 5/8 inches (wide)
- 2 cols: 3 1/4 inches (wide)
- 3 cols: 5 inches (wide)
- 4 cols: 6 3/4 inches (wide)
- 5 cols: 8 3/8 inches (wide)
- 6 cols: 10 1/8 inches (wide)

### Technical Requirements

#### Adobe Acrobat PDF:

- Fonts must be embedded
- Colors converted to CMYK
- Compatibility set to Acrobat 4.0
- PDFs requiring changes must be resubmitted
- Document size must match ad size

#### Resolutions:

- Half-tone line screen: 85 lpi
- Photo Resolution: 170 ppi
- Line Art Resolution: 600 ppi

#### Images

- B & White Photoshop 5.0 images must be saved grayscale (photos)
- Color images must be CMYK
- Color images must be converted to B & W if the ad is running B & W.

#### Platform

- All ads are processed on the MacIntosh platform.

### Subscription Rates

\$1.00 per copy newsstand

\$40.00 per year by mail in Quincy

\$42.00 year by mail in state

\$50.00 year by mail out of state

*The Quincy Sun* is published weekly on Thursday 52 weeks per year.

## The Quincy Sun Publishing Co.

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