

AD DESCRIPTIONS

*Your guide to selecting the right size to fit your advertising **needs** and your **budget**.*

All ads* include your business name, business address and your telephone number(s), at least 1 Black & White Bitmap Logo Ad and 2 lines of copy.

* Excludes the 3 Line Business Listing

SIZE	PRICE	NOTES
9.8" x 2.55" * only 1 sold per calendar 10" x 3"	\$408.00	BANNER AD automatically placed at the top of the ad section (directly beneath the safety section) spanning the width of the calendar. Huge amount of copy & space for multiple logos. (\$168 + 4 \$55 spaces + \$20 exclusivity Fee = \$408) The customer has the option to request placement at the bottom of the ad section, directly on top of the tear off date pad section.
4.8" x 5.1" * only 1 sold per calendar 5" x 6"	\$408.00	MEGA DISPLAY AD - Showcases multiple businesses and/or multiple locations. Closest Size to a full column. (\$168 + 4 \$55 spaces + \$20 exclusivity Fee = \$408) This ad will always be placed at the top but the customer can choose the right or left side position.
4.8" x 3.8" 5" x 4 ½"	\$278.00	EXTRA-LARGE DISPLAY AD - Great Size to showcase multiple businesses and/or multiple locations. 3-4 logos 12-15 lines of copy.
9.8" x 1.9" 10" x 2 ¼"	\$278.00	BANNER STYLE - Large spanning the width of the calendar. Can fit 3 logos and a good amount of copy and still have clean white space.
9.8" x 1.25" 10" x 1 ½"	\$170.00	BANNER STYLE spanning the width of the calendar. Can fit 2-3 logos and a fair amount of copy. <i>Suggested Focus : Business Name and Phone Number and/or Web or E-Mail address. No exclusivity.</i>
4.8" x 2.55" 5" x 3"	\$168.00	LARGE DISPLAY AD - Great Size to showcase logo(s) & specialties
4.8" x 1.9" 5" x 2 ¼"	\$118.00	MEDIUM DISPLAY AD - Lots of space for copy as well as a couple of logos without crowding your business name
4.8" x 1.25" 5" x 1 ½"	\$85.00	"BEST BUY" for size and price - <i>Double the size and can fit double the ad copy of the \$55 Basic Ad.</i>
4.8" x .6" 5" x ¾"	\$55.00	BASIC AD - Business Name, Address & 2 Phone Numbers PLUS ONE (1) black and white bitmap logo and a byline and 1 extra line of type <u>or</u> ONE (1) logo and 2 lines of copy.
2.4" x .6" 2 ½ x ¾" Must be purchased in pairs.	\$27.50	Must be purchased in conjunction with a 2nd business. <u>Actual size is one-half the width of our Basic Ad.</u> This ad can accommodate a single Shared Logo, a Shared Address, 2 Phones and 2 Business Names. Limited copy might be substituted for a shared logo.

Business Listing \$40.00

The 3 Lines of Type fit in a 3" x 3/4" space



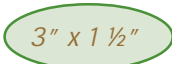
Line 1: Business Name; Line 2: phone number(s) - Limited to 2 - with area codes and designation; Line 3: Location Address (Street address and City) or Web Address or Email address.

Due to changes in state licensing regulations we have added an alternative to Line 3 which will keep all customers in compliance with their individual state advertising regulations.

If a title must be shown, e.g. Thomas J. Smith, Funeral Director, NJ State License No. 5551212 or James E. Doe, Licensed Electrical Contractor, PA#23-1620, ONE name, title and license number can be substituted for the Line 3: Location Address.

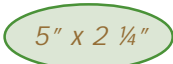
For Auto Repair, Auto Body, Auto Sales businesses who must always include a License Number in any form of advertising - the license number can be substituted for a second phone number. However, if a name, title and license number must be printed, that information will be used in Line 3 in lieu of an address.

3.2" x 1.25" \$70.00



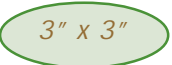
SMALL BLOCK AD: Set up like, *but smaller than* a business card. Not all information on a business card will usually fit in this ad. Make sure copy that is important to include is marked as such.

3.2" x 1.9" \$101.00



MEDIUM BLOCK AD: *Size closest to a business card* and reproduced similarly to the copy size, layout, content & print on your business card.

3.2" x 2.55" \$130.00



LARGE BLOCK AD - readily facilitates many layouts - usually provides just enough extra space to enlarge & enhance typed copy of a standard business card with some space for extra copy.



Discounts are already built into our price schedule for ads up to the \$168.00 size.

No further discounts can be given. We do our best to keep our ad prices in line with production expenses. We strive to keep our ads affordable. For over the past 4 decades, VALUE without sacrificing QUALITY has been our constant goal. We are committed to keep that goal for the decades to come.

All Artwork for scanned logos must be clean crisp black and white copy from which we can acquire a clear scan. **Graphics which are emailed must be black & white bitmap files or a file that can be readily converted to a bitmap file.** Grayscale, screened or color graphics don't often convert cleanly. Since our Add-on Fee Schedule prices are quite reasonable you might want to consider adding some  to your ad.
(A small grayscale logo is value priced at \$5 while a color version costs only \$10.)

1. Ads are placed on the calendar prioritized by:
 - 1st by Ad Size
 - 2nd by Number of Ads purchased by a single customer
 - 3rd by Customer history (Number of years as a valued customer)
2. The **BANNER AD** and the **BANNER STYLE - LARGE DISPLAY ADS** are usually placed directly underneath the safety section topping the customer ad section. **Only the \$408 BANNER AD and the \$408 MEGA DISPLAY AD customers can request specific ad placement and are guaranteed exclusivity.**
3. The 4.8 width ads are placed in either of the two ad columns.
4. The 3.2 width ads are placed in any of three ad columns.
5. The Largest, Higher Priced 4.8 Width ads are placed directly underneath the safety section. The Largest, Higher Priced 3.2 Width ads are placed directly at the bottom of the calendar just above the tear off date pad with the highest prices closest to the date pad.



6. **Color Logos and/or Ads are available at an additional cost. See our ADD-ON Fee Schedule for pricing. These options can give your ad a BIG BANG but won't EXPLODE your budget.**



7. Reverse Print Ads are available for an additional 30% of the ad price. (E.G. \$55.00 Basic Ad with Reverse Print = \$55.00 + 16.50 = \$71.50)

8. The first proof designed by the Graphics Department is FREE. A \$5 Revised Proof Fee may be incurred if the layout and ad content are changed and are different from the layout and content originally requested.

9. The Business Listing can **ONLY** contain:
 - Line 1: The Business Name
 - Line 2: 1-2 phone numbers with area codes or 1 ph. number & 1 license number
 - Line 3: 1 Address: **Either** the Location (street address and city) **or** the Email **or** the Web Address.

Alternate Line 3: Name, Title & License Number as required by individual state laws.

NO OTHER SUBSTITUTIONS will be made. No EXCEPTIONS.

Business Listings are a valuable means of promoting your Business Name.

10. All graphics/logos must be **BITMAP FILES** unless fees for an upgrade to grayscale or color are included with your payment.