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# Suburban Publisher

YOUR BEST SOURCE FOR INFORMATION ABOUT SUBURBAN AND COMMUNITY NEWSPAPERS

LOCAL NEWS | ENGAGED AUDIENCE | IN PRINT & ONLINE

## **SNA Keeps Members Informed** ***Suburban Publisher is a Must Read***

Publishing and advertising executives of more than 2,000 suburban and community newspapers rely on their personal issue of Suburban Publisher for crucial news and information about the media industry. Our member readers make or influence buying decisions for their departments, their newspapers and their newspaper groups.

Published twelve times each year, Suburban Publisher is a multi-page tabloid-size Web and print publication, and the authoritative voice of the suburban and community newspaper industry. While each SNA member receives each print issue it is also mailed to decision-makers of affiliated firms, educators and industry gurus, for a total of 4800 copies each print issue. Every Suburban Publisher e-edition is archived on the SNA Web site, accessible to any of the site's nearly 7000 unique monthly visitors.

Extremely competitive rates and options such as ROP (ROS coming soon,) color, inserts, and multiple-insertion discounts make Suburban Publisher an ideal marketing vehicle for your company's products and services.

### **Suburban Publisher presents:**

- Feature stories and guest columns on timely and relevant industry topics
- "Suburban Roundup" column, with the latest news on newspaper mergers and acquisitions
- "Classy Ideas" column, with insights and tips on growing multimedia classified and marketplace products
- "Suburban Beat" column, with news about industry movers and shakers
- Feature articles on innovative and profitable special sections
- SNA member profiles, with an inside look at the workings of their companies
- Events calendar of upcoming conferences, contests and more
- An up-to-date look at the latest technological and multimedia developments
- Plenty of opportunity for member-to-member idea sharing and networking
- In-depth coverage of SNA events and developments
- Summaries of prestigious SNA editorial and advertising award winners
- Full color graphics throughout each issue.

### ***Reach the Valuable SNA Audience With Your Advertising Message!***

Contact Al Cupo, Vice President – Operations, at [al.cupo@suburban-news.org](mailto:al.cupo@suburban-news.org) or 215-256-6801, or simply fax or e-mail your Suburban Publisher insertion order and advertising contract to 231-932-2985, [sna@suburban-news.org](mailto:sna@suburban-news.org)

Revised as of 5/13/09.

## Suburban Publisher Newsletter

### Advertising Rates, Deadlines and Technical Specifications

AD SIZE	Dimensions (width x depth)	1 time* M/NM	3 time* M/NM	6 time* M/NM	12 time* – <i>Best Buy</i> M/NM
Full page	10(w) x 12.5(d)	\$540/\$865	\$485/\$755	\$430/\$675	\$405/\$620
Half horizontal	10(w) x 6.5(d)	\$325/\$485	\$300/\$430	\$270/\$405	\$215/\$350
Half vertical	4.875(w) x 12.5(d)	\$325/\$485	\$300/\$430	\$270/\$405	\$215/\$350
Quarter standard	4.875(w) x 6.5(d)	\$215/\$350	\$190/\$275	\$160/\$225	\$135/\$200
Quarter vertical	2.25(w) x 12.5(d)	\$215/\$350	\$190/\$275	\$160/\$225	\$135/\$200
1/8 page	4.875 (w) x 3.25(d)	\$165/\$190	\$135/\$165	\$125/\$150	\$110/\$135
Inside back cover	10(w) x 12.5(d)	N/A	N/A	\$565/\$810	\$510/\$730
Outside back cover	10(w) x 12.5(d)	N/A	N/A	\$620/\$865	\$565/\$785
Classified line ads	In-column text only	\$1/word	\$.99/word	\$.98/word	\$.97/word

**\*SNA member (M) and non-member (NM) rates are for black & white ads, per issue.**

**Color charges for full page:** \$95 first, \$75 each additional; **Best Buy** - \$195, 4-color process.

**Color charges for half page or smaller:** \$47.50 first, \$37.50 each additional; **Best Buy** - \$99.50, 4-color process

**Blind Box Services** - \$10 per ad per issue

**Deadlines:** A monthly publication, the *Suburban Publisher* print product is mailed the first week of each month. Space reservation deadline is the 5<sup>th</sup> of the prior month; camera-ready ads are due the 12<sup>th</sup> of the prior month.

**Ad Submissions and Materials:** 100 line screen and 200 dpi minimum resolution required. Submit ads in TIFF or EPS file format to Deb Shaw, editor, at [debshawsna@comcast.net](mailto:debshawsna@comcast.net).

**Terms of Payment:** SNA members whose dues are paid in full may be invoiced, due within 30 days of publication. Non-members must prepay.



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