

# Northeast Journal Advertising Information: 2013

## Sizes/Rates

Vertical tabloid format.

Trim size: 9.50" wide x 13.75" deep

All ad costs are per ad/per insertion.

See reverse for ad sizes and pricing.

## Important Dates

2013	RESERVE SPACE BY	ARTWORK COMPLETED BY	MAILING/ DISTRIBUTION
Jan/Feb	12/6/13	12/20/13	Second week in January
Mar/Apr	2/8/13	2/22/13	Third week in March
May/June	4/5/13	4/19/13	Second week in May
Jul/Aug	6/7/13	6/21/13	Second week in July
Sep/Oct	8/9/13	8/19/13	Second week in September
Nov/Dec	10/4/13	10/18/13	Second week in November

ASL Media, Inc. is the sole publisher of the *Northeast Journal*  
Published bimonthly | Est. September 2004 | St. Petersburg FL

### Publisher:

Jennifer MacMillen  
jmacmillen@mindspring.com  
(802) 356-5228

### Advertising Director:

Susan Williams  
northeastjournal@gmail.com  
(727) 259-3149

### Editorial Content:

Susan Woods Alderson  
Susie2wong@gmail.com

### Art Director:

Julie L. Johnston  
JohnstonGraphicDesigner@gmail.com

### Distribution/Subscription:

Jamie Mayo  
(727) 347-9180

[www.northeastjournal.org](http://www.northeastjournal.org)

In the spirit of doing our part to help protect and save our planet, the *Northeast Journal* is proudly printed on recycled stock using soy inks in a print shop which recycles its paper waste and makes every effort to implement sustainable business practices. The *Northeast Journal* has eliminated the use of conventional plastic bags in which to deliver the paper; instead we use biodegradable plastic bags.

## PRODUCTION SPECIFICATIONS

- Ad Production: Ad creation and/or corrections may be provided by our production team. Work is billed at market rate. Proof in PDF or JPG form will be emailed for review and approval prior to printing.
- Electronic files are required: PDF and EPS are preferred; JPG is accepted. All fonts and images (300 dpi) must be embedded. Convert all RGB or PMS colors to grayscale or CMYK prior to preparing final PDF file. Files that require conversion or adjustments will incur additional charges. Please note: we do not accept MSWord or Publisher files as final art. No bleeds.
- File submission: Ad files may be emailed to [northeastjournal@gmail.com](mailto:northeastjournal@gmail.com). For files larger than 10MB, please call to make best arrangements.
- Proofing: All ads supplied must supply hard copy proofs in addition to the electronic files. Please call our advertising office to discuss details. We will not proceed to print without the proof.

## TERMS AND CONDITIONS

1. ASL Media, Inc. reserves the right to revise its rates at any time. Written notice of rate change will be given to contract advertisers as early as is reasonably possible.
2. Contract holders, by 30-day written notice to ASL Media, Inc., may cancel their contract without liability for future obligations thereunder. Agreement to run an ad via e-mail or telephone constitutes a contract and is subject to a charge for cancelling as outlined below.
3. In the event the advertiser does not use the space required as outlined by this agreement, the advertiser agrees to pay for the space at the rate actually earned in accordance with ASL Media's current published rate sheet.
4. Frequency discounts are available for advertisers submitting signed Advertiser Agreement Form. Ads must run in consecutive issues to qualify. Should advertising discontinue during the contract period, publisher reserves the right to back bill for any discount received that is unearned.
5. Any design, photography, or other production work charges are not included in advertising rates and are billed in addition to ad space rates. All ads created by ASL Media or its contracted vendors are the property of ASL Media and cannot be used in other published media without express release from ASL Media, Inc.
6. Copy changes may be made but must be submitted by the ad space reservation deadline indicated on the published rate sheet. Changes received after the deadline can be made only at the Publisher's discretion, and all changes are subject to production charges.
7. ASL Media, Inc. reserves the right to reject or edit all copy.
8. First-time advertisers must pre-pay first ad run. Returned checks and declined credit cards will incur a \$30 fee per transaction.
9. Invoices not paid within 30 days will incur interest charges at the rate of 1.5% per month; 18% per annum. Accounts past 60 days risk losing the right to advertise until all past due invoices are paid in full, and will forfeit any discounted rates for the rest of the calendar year. Future advertisements will be on a prepaid basis only.
10. Account holders with past due balances of 90 days will be contacted by certified mail. Accounts not settled within 10 days of receipt of certified mail are subject to formal collections. Advertiser will be financially responsible for any and all collection fees and expenses incurred, including reasonable attorney fees in the event that action is necessary for collection of payment.
11. All invoices will be emailed unless advertiser opts out.



# NORTHEAST JOURNAL

**Full Page**  
9" w x 13.25" h  
No Bleeds  
  
Full color: \$2000  
Back cover: \$2400  
Inside front / inside back / page 3: \$2200

**Half Page Vertical**  
4.42" w x 12.89" h  
  
Black-and-white: \$1000  
Full Color: \$1200

**1/4 Page**  
4.42" w x 6.35" h  
  
Black-and-white: \$500  
Full color: \$700

**1/6 Page**  
4.42" w x 4.18" h  
  
Black-and-white: \$345  
Full color: \$545

**1/8 Page**  
4.42" w x 3.09" h  
  
Black-and-white: \$250  
Full color: \$450

**Half Page Horizontal**  
9" w x 6.35" h  
  
Black-and-white: \$1000  
Full Color: \$1200

**Dining Guide**  
(with page header)  
4.42" w x 4" h  
  
Black-and-white: \$345  
Full color: \$545

**1/3 Page Horizontal**  
9" w x 4.18" h  
  
Black-and-white: \$685  
Full color: \$885

**1/3 Page Vertical**  
2.89" w  
x 12.89" h  
  
Black-and-white: \$685  
Full color: \$885

**1/9 Page Vertical**  
2.89" w  
x 4.00" h  
  
Black-and-white: \$250  
Full color: \$450

**1/4 Page Horizontal**  
9" w x 3.09" h  
  
Black-and-white: \$250  
Full color: \$450

**2/3-width Horizontal**  
5.95" w x 4.18" h  
  
Black-and-white: \$450  
Full color: \$650