

Ad Rates



INSIDE FRONT and INSIDE BACK COVERS

1x placement	\$1,440
3x placement	\$1,368
6x placement	\$1,344
9x placement	\$1,320

Size: 7-1/2"W x 10"H
Full-page bleed size is 8-3/4" X 11-1/4"

BACK COVER

1x placement	\$1,584
3x placement	\$1,505
6x placement	\$1,478
9x placement	\$1,452



FULL-PAGE

1x placement	\$1,250
3x placement	\$1,188
6x placement	\$1,167
9x placement	\$1,146

Size: 7-1/2"W x 10"H
Full-page bleed size is 8-3/4" X 11-1/4"



HALF-PAGE

1x placement	\$705
3x placement	\$635
6x placement	\$611
9x placement	\$587

Size:
Horizontal: 7-1/2"W x 4-1/8"H
Vertical: 3 5/8"W x 10"H



1/4 PAGE

1x placement	\$405
3x placement	\$365
6x placement	\$351
9x placement	\$337

Size:
Horizontal: 7-1/2"W x 2-3/8"H
Vertical: 3-5/8"W x 4-7/8"H



1/3 PAGE

1x placement	\$520
3x placement	\$468
6x placement	\$451
9x placement	\$434

Size:
Horizontal: 7-1/2"W x 3-3/16"H
Vertical: 2-3/8"W x 10"H

1/6 PAGE

1x placement	\$280
3x placement	\$252
6x placement	\$243
9x placement	\$234

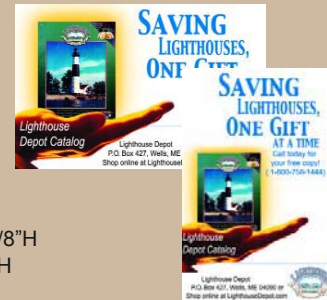
Size: 2-3/8"W x 4-7/8"H



1/8 PAGE

1x placement	\$230
3x placement	\$207
6x placement	\$199
9x placement	\$191

SIZE:
Horizontal: 3-5/8"W x 2-3/8"H
Vertical: 2-3/8"W x 3-5/8"H



1/9 MARKETPLACE

1x placement	\$200
3x placement	\$180
6x placement	\$177
9x placement	\$174

SIZE: 2-1/4"W x 3-1/8"H



2/9 MARKETPLACE

1x placement	\$325
3x placement	\$309
6x placement	\$295
9x placement	\$285

SIZE: 4-4/5"W x 3-1/8"H



1/12 PAGE

1x placement	\$190
3x placement	\$171
6x placement	\$168
9x placement	\$165

SIZE: 2-3/8"W x 2-3/8"H



Calendar Listing

\$35 40 words

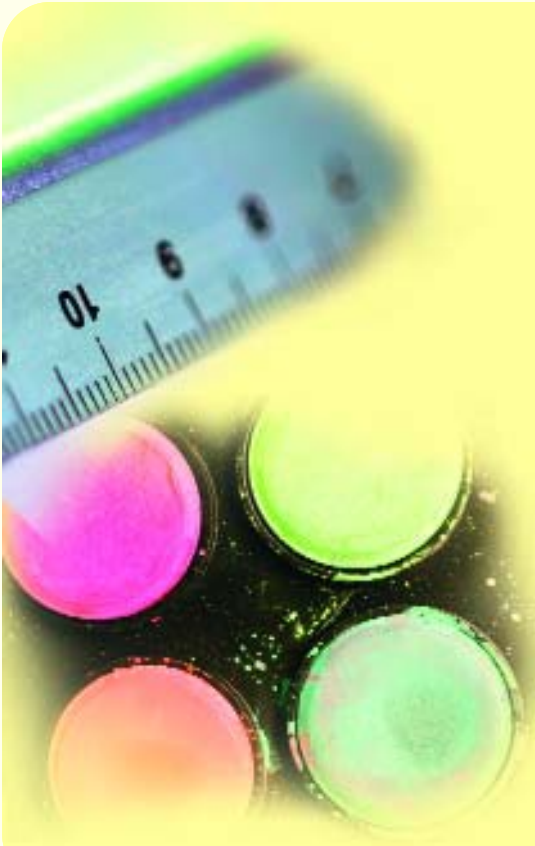
Classifieds

\$1.10 per word

Space ad \$35 per column inch

Online Advertising

\$75



Ad Materials Specifications

For Logos, Photos and other Images:

- Format in TIFF, JPEG, EPS, PSD, AI or high-resolution PDF; make sure the size and resolution are correct by saving your image at 300 DPI resolution. The dimension should at least be half the size of the ad or full-page, if it will appear as such. (If you are not familiar with the DPI measurement, the equivalent full-page size of this pixel is 1050 x 1395. Half the size of the ad is 1050 x 698 pixels. File size would be around 1MB or 1024KB.)
- Vector images (drawn in Illustrator, Freehand or CorelDraw) could be in any size but pixel-based images should have 300 DPI at actual/preferred size
- If you use a specific color for your image, provide us with a CMYK equivalent (Pantone spot color will be converted to its nearest CMYK value)
- Provide guidelines that specify use of your product (e.g. size, color, treatment against background)
- As a safety measure, when using non-original or borrowed images/photos, make sure these are not copyrighted. If so, obtain the owner's permission before using an image/photo to avoid legal responsibilities or impediments.

Deadlines

Due date for ad space reservation 45 days prior to publication month.

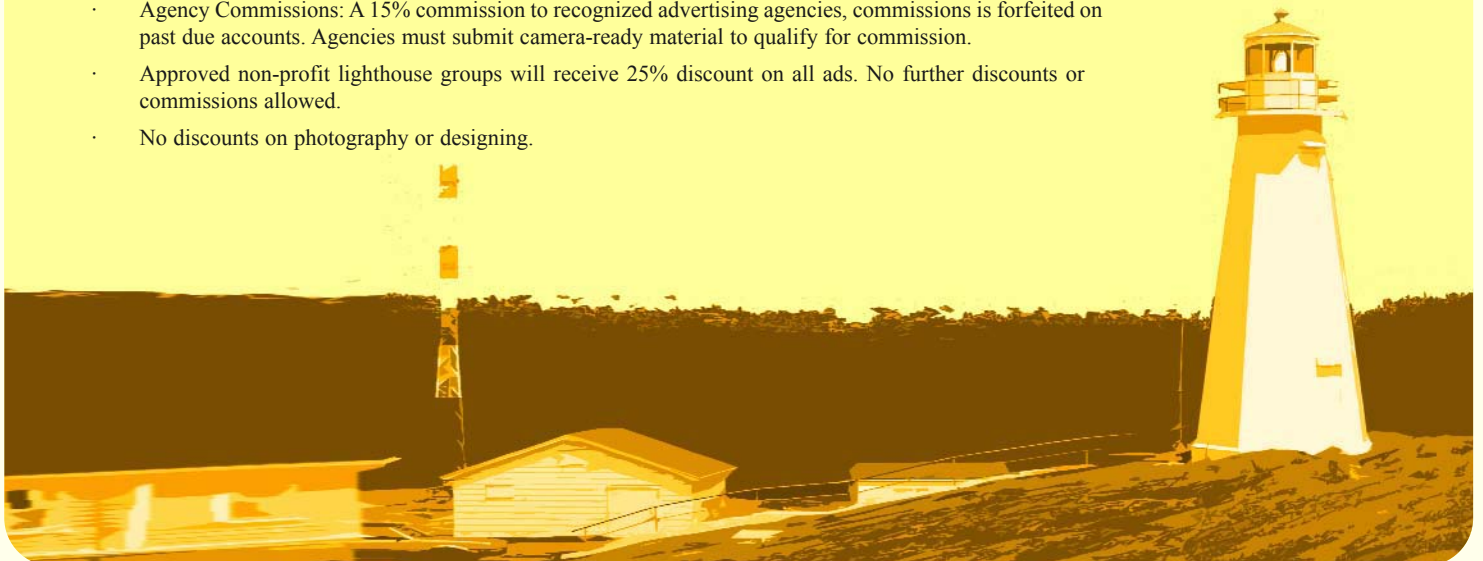
Camera-ready film and electronic files may be submitted by the 1st of the preceding month.

Payment

- To place your ad and make a payment call toll-free (800) 668-7737 or fax to (207) 259-3323. You can also email us at Kathy@LighthouseDigest.com
- Prepayment required for all classified, marketplace ads, and first time insertions for display ads by check or credit card

Discounts

- Agency Commissions: A 15% commission to recognized advertising agencies, commissions is forfeited on past due accounts. Agencies must submit camera-ready material to qualify for commission.
- Approved non-profit lighthouse groups will receive 25% discount on all ads. No further discounts or commissions allowed.
- No discounts on photography or designing.



Advertising Contract and Insertion Order

Advertiser _____

Contact Person _____

Address _____

City, State, Zip _____

Telephone / Fax _____

Product or Service _____

Ad Size _____

Orientation _____

Placement _____

First Insertion Date _____

Total Cost _____

Issues

- January - February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December

Copy and Contract Regulations

Advertising must be inserted within one year of the first insertion to earn discounts. The publishers reserve the right to exclude any advertisement, which in their opinion does not conform to the standards of the publication. Advertisers and advertising agencies assume liability for all contents of advertisements and responsibility for any claims arising there from made against Lighthouse Digest. The agency and advertiser will indemnify and save the publishers harmless from and against any loss for expense, including without limitation, reasonable attorney's fees arising out of publication of such advertisements, including, but not limited to, those resulting from claims or suits for libel, violation of rights of privacy, plagiarism and copyright and trademark infringement.

All agreements are subject to labor disputes, accidents, fires, acts of God, or other contingencies, beyond the publishers' control, nor shall the publisher be liable if they fail to publish an advertisement. Publishers assume no liability for errors in key numbers.

Change or rate announcements will be made two months in advance of the issue to be affected. No cancellations allowed after the closing date, and when change of copy for advertising under contract is not received by the closing date, the advertisement in the previous issue will be inserted.

Payment for all advertising is due 30 days from the invoice date, 1.5% monthly interest charge after 30 days. Discounts do not apply on past due accounts. We must have three trade references and a bank reference for 30 day billing. We accept credit cards.

Advertiser Signature

Date

Payment information

Checks and credit cards are accepted. All first-time orders must be prepaid.

Credit Card Number (Visa, Discover, Amex or MasterCard)

Expiration Date

Name of Card Holder

Signature of Card Holder

Please complete this form and mail or fax to:

Lighthouse Digest, P.O. Box 250, East Machias, ME 04630 Tel: 207-259-2121 Fax: 207-259-3323

Fedex address: 985 Cutler Road, Whiting, ME 04691