

Ad Rates & Specifications

2011 Rates



WWW.THEMORNINGLINE.COM



WWW.OPENSEASON.CN

Printing specs and Web Posting:

Layout prepared on InDesign

- Printed in 4-color Digital process
- posted on the internet, html & pdf

page size: 9 x 12 inches
on 80/100lb. white glossy

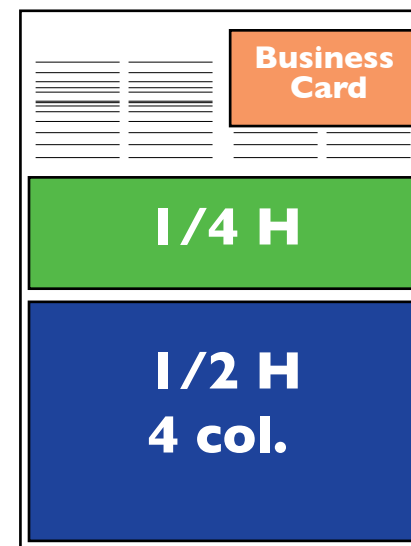
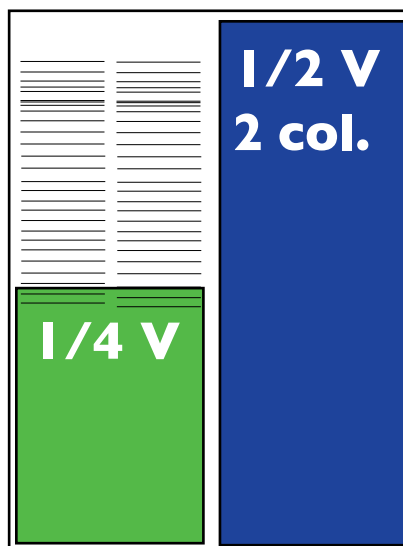
Applications & Formats

- PDF files, high resolution
- Jpeg files 300 dpi or above

| Rate/one insert | Weekday Mon thru Sat | Sunday | Layout & Print size | | |
|----------------------|--|------------|---------------------|-----------------|------------------------|
| | | | Width | Depth (H) | |
| Full Page | \$1,025.00 | \$1,950.00 | 8 1/2 x | 11 1/4 | Non Bleed Live area |
| Halfpage | vertical 2 col. horizontal 4 col. \$625.00 | \$1,250.00 | 4 1/4 x 8 1/2 | 11 3/8 5 1/2 | |
| 1/4 page | vertical 2 col. horizontal 4 col. \$325.00 | \$750.00 | 4 1/4 8 1/2 | 5 1/2 2 3/4 | |
| Business card | hor. 2 col. \$125.00 | \$350.00 | 4 1/4 | 2 1/4 | |

Discount on Multiple Inserts: 25% on the first 7 inserts
40% after the first 7 inserts

The Morning Line is published Monday thru Wednesday, Friday through Sunday.
Open Season Palm Beach is published on Thursday



Sending your ad. material

- email: frederic@themorningline.com
- ftp on demand

The Morning Line

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