

# THE SUMMATION WEEKLY



## SPECIAL SMALL BUSINESS & RESTAURANT RATES

**2 columns x 2 in.  
\$20 per week**

**2 columns x 3 in.  
\$25 per week**

**2 columns x 4 in.  
\$30 per week**

**3 columns x 5 in.  
\$75 per week**

### Retail Ad Measurements Column Width

1 .....	1.80 in.
2 .....	3.75 in.
3 .....	5.65 in.
4 .....	7.60 in.
5 .....	9.50 in.
6 .....	11.40 in.

Photos and screens are 300dpi and 100 lines per inch. Advertisers preparing their own camera-ready art should ask their account executive for detailed mechanical specifications.

#### Deadline Information:

Guaranteed Space (5 days prior to release) .....	Thursday 5pm
Ad Copy .....	Friday 5pm
Camera Ready (non proof ads) per available space .....	Friday, noon
Distribution Date .....	Every Wednesday

#### Premium advertising positions

All advertising purchased is positioned as "run of the paper" (R.O.P) Guaranteed positioning is available for 25 percent of total cost. Some restrictions apply. All preferred positions are subject to the editor's approval.

#### Sending electronic ads

Send electronic ads by email to: [advertise@ballingerpublishing.com](mailto:advertise@ballingerpublishing.com)

#### Preprints and Inserts

Expand your message with an insert. You can either supply your inserts preprinted, or we can produce and print the insert from start to finish. Ask your account executive for more information.

#### Insertion Rates

Up to 8 pages .....	\$250 per 1,000
More than 8 pages .....	\$300 per 1,000

#### Contact Us:

21 E. Garden St., Ste. 205  
Pensacola, Florida 32503

#### Administrator

850-433-1166 ext. 25  
[legals@ballingerpublishing.com](mailto:legals@ballingerpublishing.com)

#### Sales Manager:

Malcolm Ballinger  
850-433-1166 ext. 27  
[malcolm@ballingerpublishing.com](mailto:malcolm@ballingerpublishing.com)