

Electronic Submission:

The SGN uses PageMaker and Quark for design. If you are emailing an ad or submitting it on disk please save it (the correct size) as a jpeg, tiff, pdf, or eps file. This will ensure the ad is received correctly. For ads requiring color seps, the client must print them out with a color composite. The SGN will not be responsible for printing out ads which need spot color or 4-color separations.

Typesetting...\$55 per hour (\$10 min.)
Layout.....\$25
Inserts.....\$60/1000 (3,000 min.)
Color.....\$160 (per color)

Advertising Rates

Effective May 1, 2002

Ad Description	Ad Size (wxh)	1x	4x(ea.)	8x(ea.)	26x(ea.)	52x(ea.)
Full Page	10" x 16"	\$800	\$725	\$680	\$610	\$550
3/4 Page	(3 col.) 77/16" x 16"	\$606	\$564	\$528	\$462	\$408
	(4 col.) 10 x 11 3/4"					
1/2 Page	(2 col.) 47/8" x 16"	\$425	\$400	\$370	\$330	\$300
	(3 col.) 77/16" x 10 1/2"					
	(4 col.) 10" x 7 3/4"					
3/8 Page	(3 col.) 77/16" x 7 3/4"	\$384	\$348	\$312	\$276	\$240
1/3 Page	(2 col.) 47/8" x 10"	\$296	\$276	\$258	\$228	\$210
	(4 col.) 10" x 5 1/2"					
1/4 Page	(1 col.) 25/16" x 16"	\$220	\$210	\$195	\$180	\$165
	(2 col.) 47/8" x 7 3/4"					
	(3 col.) 77/16" x 5 1/4"					
	(4 col.) 10" x 3 3/4"					
1/6 Page	(2 col.) 47/8" x 5 1/4"	\$168	\$156	\$144	\$132	\$120
1/8 Page	(1 col.) 25/16" x 7 3/4"	\$132	\$120	\$108	\$96	\$84
	(2 col.) 47/8" x 3 3/4"					
	(3 col.) 77/16" x 2 1/2"					
1/16 Page	(1 col.) 25/16" x 4"	\$72	\$66	\$60	\$54	\$48
	(2 col.) 47/8" x 2"					
2" Block	25/16" x 2"	\$36	\$33.60	\$30	\$26.40	\$24
Service Directory Business Card	3 1/4" x 1 3/4"	\$39	\$37	\$30	\$27	\$25
Rates per column-inch		\$18	\$16.80	\$15	\$13.20	\$12

Frequency discounts apply to ads placed within a 1 year term

Classified Display Rates (Available in classified section only.)

Ad Description	Ad Size(wxh)	1x(ea.)	3x(ea.)	8x(ea.)	26x(ea.)	52x(ea.)
Classified	1 1/2" x 3"	\$36	\$33.60	\$30	\$26.40	\$24
Business Card	3 1/4" x 1 3/4"					
1/8 Page	4 7/8" x 3 3/4"	\$132	\$120	\$108	\$96	\$84

- The contract ad rate will be adjusted to the appropriate frequency discount to reflect the patron's cancellation or extension of the contract.
- Rates are based on camera ready copy. Production costs will be charged if not camera ready
- Rates for photostats, typesetting, artwork, layout, etc. can vary according to size and needs.
- We reserve the right to edit or reject any advertising that is deemed inappropriate. Advertisers will be held responsible for any legal action taken against the content of their ads.
- NO REFUNDS - Credit given
- The SGN is published every Friday by JT&A. Inc., but will not be held liable in cases of late publication.
- Any discounts given only apply when account is paid within thirty (30) days of invoice.
- PAYMENT: All new accounts must prepay the contract, including production charges (unless otherwise arranged).
- NON PROFIT - Ask about our non-profit rates.

Weekly Ad and Copy Deadlines:

- For reserving space: 5pm on Monday of publication week.
- For ad copy: 5pm on Tuesday of publication week for non-camera ready; 5pm. Wednesday for camera ready.
- For ad withdrawal: 5pm on Tuesday of publication week.

Seattle Gay News

~ Serving Seattle's
 GLBTQ community
 for over 31 years ~

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A 15% surcharge will be added for specific placement.

All rates net to the SGN.