



Seattle Gay News

1605 12th Ave. (Suite 31) Seattle, WA 98122
 phone: 206.324.4297 fax: 206.322.7188
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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...\$75 per hour (\$25 min.)
Layout.....\$50
Inserts.....\$85/1000 (3,000 min.)
Color.....\$175 (per color)

Frequency discounts apply to ads placed within a 1 year term

Advertising Rates

Effective October 1, 2005

| Ad Description | Ad Size (wxh) | 1x | 4x(ea.) | 8x(ea.) | 26x(ea.) | 52x(ea.) |
|-----------------------|---------------------------|-------|---------|---------|----------|----------|
| Full Page | 10" x 16" | \$920 | \$855 | \$780 | \$700 | \$630 |
| 3/4 Page | (3 col.) 77/16" x 16" | \$700 | \$665 | \$610 | \$530 | \$470 |
| | (4 col.) 10 x 11 3/4" | | | | | |
| 1/2 Page | (2 col.) 47/8" x 16" | \$500 | \$460 | \$425 | \$380 | \$340 |
| | (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" | \$440 | \$400 | \$370 | \$315 | \$280 |
| 1/3 Page | (2 col.) 47/8" x 10" | \$350 | \$315 | \$290 | \$250 | \$240 |
| | (4 col.) 10" x 5 1/2" | | | | | |
| 1/4 Page | (1 col.) 25/16" x 16" | \$270 | \$245 | \$225 | \$210 | \$195 |
| | (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" | \$210 | \$180 | \$165 | \$150 | \$135 |
| 1/8 Page | (1 col.) 25/16" x 7 3/4" | \$160 | \$140 | \$125 | \$105 | \$95 |
| | (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" | \$85 | \$75 | \$70 | \$65 | \$55 |
| | (2 col.) 47/8" x 2" | | | | | |
| 2" Block | 25/16" x 2" | \$45 | \$40 | \$35 | \$30 | \$25 |
| Service Directory | 3 1/4" x 1 3/4" | \$50 | \$45 | \$40 | \$35 | \$30 |
| Business Card | | | | | | |
| Rates per column-inch | | \$35 | \$30 | \$25 | \$20 | \$15 |

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" | \$50 | \$45 | \$40 | \$35 | \$30 |
| Business Card | 3 1/4" x 1 3/4" | \$50 | \$45 | \$40 | \$35 | \$30 |
| 1/8 Page | 4 7/8" x 3 3/4" | \$160 | \$140 | \$125 | \$105 | \$95 |

- 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.

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~ Serving Seattle's
 GLBTQ community
 for over 32 years ~

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A 15% surcharge will be added for specific placement.

All rates net to the SGN.