



Antioch Herald

The News Of, By and For the People of Antioch!

P.O. Box 4672 • Antioch, CA 94531 • (925) 457-5324 • info@antiochherald.com • www.AntiochHerald.com

Advertise in the **Antioch Herald**. Brought to you by the local, professional, experienced newspaper team of Publisher Allen Payton, writers and staff. The local newspaper serving Antioch's 105,000 residents.

Reach 20,000 Homes and Businesses in Antioch, Each Month by Mail!

- **21,000 total circulation!***
- **Affordable Rates!**
- **News Of, By and For the People of Antioch!**
- **www.AntiochHerald.com**



*20,000+ mailed inside the Grapevine. The rest are placed in racks and stacks around town.

2015 Black & White Advertising Rates

Size	1-2x	3-5x	6-11x	12x
1/32 Page	\$150	\$125	\$100	\$75
1/16 Page	\$200	\$175	\$150	\$125
1/8 Page	\$250	\$225	\$200	\$175
3/16 Page	\$300	\$275	\$250	\$225
1/4 Page	\$450	\$375	\$325	\$275
5/16 Page	\$525	\$450	\$375	\$325
3/8 Page	\$600	\$525	\$450	\$400
1/2 Page	\$700	\$600	\$550	\$450
9/16 Page	\$800	\$700	\$625	\$525
5/8 Page	\$900	\$800	\$700	\$600
3/4 Page	\$1,000	\$900	\$800	\$700
Full Page	\$1,200	\$1,000	\$900	\$800

Ask About Our Special Page Prices

Inserts \$50/1,000

Web Only \$35 w/o link, Small w/link

\$50 w/ link or Top of Home Page

Rates are Black & White. Add 15% for Full Color • 10% Discount for Non-Profit Organizations

Premium Placement - Back Page and Pages 2 or 3, Add 10% - Front Page Add 25% (limitations apply)

5% Discount for Prepaid Contracts. Camera Ready Art must be PDF, JPEG, EPS or TIF, 300dpi and CMYK.

CONTACT: Allen Payton • Publisher • (925) 457-5324 • info@antiochherald.com

Publication Date
1st of each month

Dimensions
Print Area: 9.75" x 12.71"

Advertising Deadlines
Space Reservation - 18th
Ads for Design - 18th
Camera-Ready Art - 20th
*No charge for basic ad design.
Premium Ad Design additional.*

Website Ads
Buy an ad in the paper and we'll place it on our website with a link to your website for just 10% more!



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2015 Special Pages Ads Rates & Sizes

Size		1-2x	3-5x	6-11x	12x
Special Page A	1.48w x 1.88h	\$80	\$70	\$60	\$50
Special Page B	3.14w x 1.88h	\$90	\$80	\$70	\$60
Business Card	3.14w x 1.88h	\$95	\$85	\$75	\$65

SPECIAL PAGES

- **Rivertown Page**
- Faith Page
- Business Card Page
- Contractors Corner

Special Page B

3.14" w x 1.2" h

Special Page A

1.48" w x 1.88" h

Business Card

3.14" w x 1.88" h

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Camera-Ready Art - 20th
No charge for basic ad design. Premium Ad Design additional.

Website Ads
Buy an ad in the paper and we'll place it on our website with a link to your website for just 10% more!

Ask about our other advertising and graphic design services.

Rates are Full Color.

5% Discount for Prepaid Contracts. Camera Ready Art must be PDF, JPEG, EPS or TIF, 300dpi and CMYK.

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Ad Sizes

1/32 Chub 1-column

1/16 SP1 1-column

1/16 SP2 2-column

1/8 EP1 1-column

1/8 EP2 2-column

1/8 EP4 4-column

3/16 TSP1 1-column

3/16 TSP2 2-column

3/16 TSP3 3-column

1/4 QP1 1-column

1/4 QP2 2-column

1/4 QP3 3-column

1/4 QP4 4-column

5/16 FSP2 2-column

3/8 TEP2 2-column

3/8 TEP3 3-column

3/8 TEP4 4-column

1/2 HP2 2-column

1/2 HP3 3-column

1/2 HP4 4-column

9/16 NSP3 3-column

5/8 FEP4 4-column

3/4 TQP3 3-column

3/4 TQP4 4-column

Full FP4 4-column

Dimensions

2.31" w x 1.48" h

2.31" w x 3.08" h

4.8" w x 1.48" h

2.31" w x 6.3" h

4.8" w x 3.08" h

9.75" w x 1.48" h

2.31" w x 9.5" h

4.8" w x 4.69" h

7.27" w x 3.08" h

2.31" w x 12.71" h

4.8" w x 6.3" h

7.27" w x 4.69" h

9.75" w x 3.08" h

4.8" w x 7.9" h

4.8" w x 9.5" h

7.27" w x 6.3" h

9.75" w x 4.69" h

4.8" w x 12.71" h

7.27" w x 7.9" h

9.75" w x 6.3" h

7.27" w x 9.5" h

9.75" w x 7.9" h

7.27" h x 12.71" h

9.75" w x 9.5" h

9.75" w x 12.71" h



Direct-Mailed

as an insert inside



Website Ads

Right Side 220px w

Left Side 140px w

Top of Home Page 220px w

Art must be RGB, 72 DPI

Double Truck = 20.5" w x 12.71" h

SPECIFICATIONS

- Camera ready ads or photos must be 300 dpi, CMYK or grayscale, no spot or Pantone colors.
- Accepted formats are JPEG, TIF, EPS or high-resolution PDF (embed all fonts including system fonts).
- We can accept native files in the following programs: Pagemaker 7.0, InDesign, Photoshop or Illustrator (embed images & outline fonts). Please include any linked files & fonts.
- Email files to: graphics@antiochherald.com

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1st of Each Month

Dimensions

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Advertising Deadlines

Space Reservation - 18th

Ads for Design - 18th

Camera-Ready Art - 20th

Advertising Design

No charge for First 2 Proofs or Basic Ad Design.

\$50/hour for Additional Proofs or Premium Ad Design.

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