

Advertising Rates

BLACK AND WHITE	1X	2X	4X
Full Page	1890	1700	1530
2/3 Page	1335	1200	1080
1/2 Page	1070	965	870
1/3 Page	705	635	570
1/4 Page	565	510	460
1/6 Page	475	430	385
1/8 Page	335	300	270
Inside Cover	2215	1995	1795
Rear Cover	2440	2195	1975

TWO COLOR	1X	2X	4X
Full Page	2525	2275	2045
2/3 Page	1960	1765	1590
1/2 Page	1675	1510	1360
Inside Cover	2885	2570	2315
Rear Cover	3115	2805	2525

FOUR COLOR	1X	2X	4X
Full Page	3175	2855	2570
2/3 Page	2900	2610	2350
1/2 Page	2625	2360	2125
Inside Cover	3550	3195	2875
Rear Cover	3790	3410	3070

CLASSIFIEDS

- \$75 per column inch
- Column width is 1-7/8"
- Box reply is \$10 per month extra
- Payment must accompany ad
- All classifieds are in black and white

BUYERS GUIDE

\$30 per listing, per issue.
 Minimum 4 issues.
 Maximum 5 lines
 (Name, Address, Phone/Fax, Web site).

INSERTS

Single sheet up to 8 1/8" x 10 3/4". 80 lb stock. May be printed on both sides. \$1,500.
 Other sizes available.
 Call for rates.

**THE INDEPENDENT
 MAGAZINE FOR
 NEIGHBORHOOD
 FINANCIAL SERVICES
 PROVIDERS**

Issue & Closing Dates

ISSUE DATE	TARGET MAIL DATE	ADVERTISING CLOSING DATE	MATERIAL DUE DATE
SPRING	April 13	March 23	March 30
SUMMER	July 13	June 22	June 29
FALL*	October 26	October 5	October 12
WINTER	December 21	November 30	December 7

* National Convention Issues

PRINTING SPECIFICATION

Publication printed web offset on coated publication paper.

BINDING METHOD

Saddle-Stitch

ELECTRONIC SUBMISSION OF AD MATERIAL

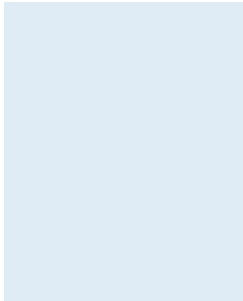
E-mail high resolution PDFs, TIFFs or EPS files with all fonts and images embedded to bkbpub1@ix.netcom.com. The ad and all images used must be at 300 dpi. For FTP instructions, please send an e-mail to art@bkbpublications.com

Please contact Brian Burkart for more information.

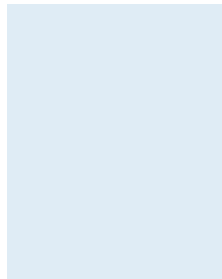
Checklist
 1088 River Wind Cir
 Vero Beach, FL 32967-1825
 (772) 232-8888 • FAX: (772) 770-2466
bkbpub1@ix.netcom.com

checklist.bkbpublications.com

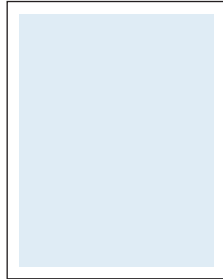
Advertising Units & Specifications



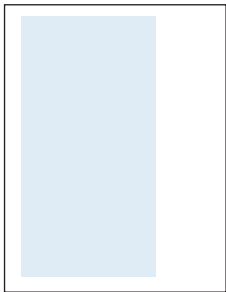
Full Page, Bleed
8 1/2" x 11 1/8"



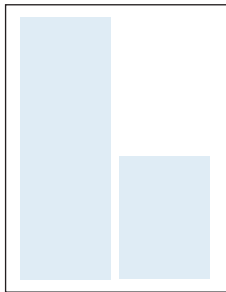
Trim Size (Non Bleed)
8 1/4" x 10 7/8"



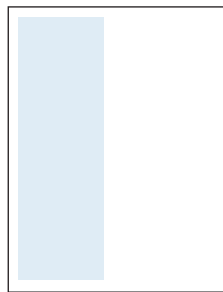
Full Page
7 1/4" x 10"



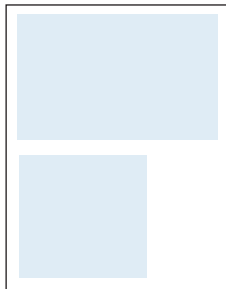
2/3 Page Vertical
4 3/4" x 10"



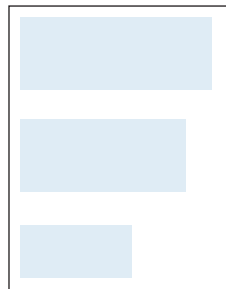
1/2 Page Vertical
3 5/8" x 10"
1/4 Page, Vertical
3 5/8" x 4 7/8"



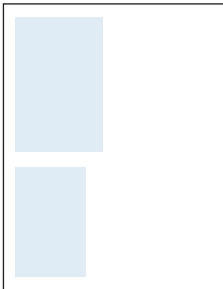
1/3 Page Vertical
2 1/2" x 10"



1/2 Page, Horizontal
7 1/4" x 4 7/8"



1/4 Page, Horizontal
7 1/4" x 2 3/8"
1/6 Page, Horizontal
4 7/8" x 2 1/2"
1/8 Page, Horizontal
3 3/8" x 2"



1/6 Page, Vertical
2 1/2" x 4 7/8"
1/8 Page, Vertical
2" x 3 5/8"

PAYMENT

Must be submitted with copy for first time ads. Invoices are mailed with tear sheets. Payment is due and payable upon receipt. No ads will be run if an outstanding balance exists 30 days prior to the next publication date.

RATES

All rates are net rates and are non-commissionable. Advertiser is subject to the rate card in effect at the time of initial placement. Contract rates are not increased mid-term if the rate card changes.

CANCELLATION/CHANGES

Cancellation or changes must be received in writing 30 days prior to publication date. There is no guarantee of change or cancellation after that time. If a cancellation is honored within the 30 day period, advertiser will be billed at 50% of insertion costs.

PREFERRED PLACEMENT (other than covers)

Advertiser may request specific placement but with no guarantee. Placement requests honored will be done at no additional charge to the advertiser.

CONTRACTS

All contracts are subject to full run at the original rate. The cancellation of a contract will be billed at 50% of the total value of the remaining insertions.

REGULATIONS

Publisher does not assume responsibility for reproduction or positioning if material is received after material due date.

If copy changes are not received by material due date, the copy run in the previous issue will be inserted.

Except for corrections of publisher's errors, there will be a charge for any proof changes.

Materials which do not conform to specifications will be altered and advertisers billed at publisher's cost. Typesetting, mechanical labor, camera work and stripping will be charged at publisher's cost.

Unless otherwise specified by advertiser, all material submitted will become property of *Checklist* and disposed of 12 months from last active insertion.

Please contact Brian Burkart for more information.

(772) 232-8888

bkbpub1@ix.netcom.com