

2017 RATE CARD

TODAY'S PAWNBROKER

ADVERTISING RATES

BLACK AND WHITE

	1X	2X	4X
Full Page	1870	1685	1515
2/3 Page	1320	1190	1070
1/2 Page	1060	955	860
1/3 Page	700	630	565
1/4 Page	560	505	455
1/6 Page	470	420	380
1/8 Page	330	300	270
Inside Cover	2195	1975	1780
Rear Cover	2415	2180	1955

TWO COLOR

	1X	2X	4X
Full Page	2500	2250	2025
2/3 Page	1940	1745	1570
1/2 Page	1660	1495	1345
Inside Cover	2825	2540	2290
Rear Cover	3085	2780	2500

FOUR COLOR

	1X	2X	4X
Full Page	2845	2560	2305
2/3 Page	2245	2020	1820
1/2 Page	1945	1750	1575
Inside Cover	3230	2905	2615
Rear Cover	3330	2995	2695

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

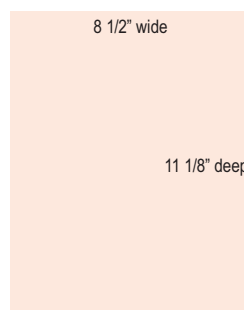
Single sheet up to 8 1/8" x 10 3/4". 80 lb stock. May be printed on both sides. \$1,450. Other sizes available. Call for rates.

ISSUE AND CLOSING DATES

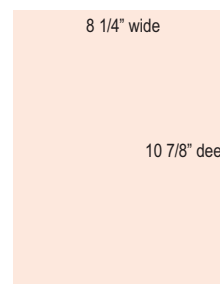
ISSUE DATE	TARGET MAIL DATE	ADVERTISING CLOSING DATE	MATERIAL DUE DATE
SPRING	March 17	February 24	March 3
SUMMER*	July 14	June 16	June 23
FALL	October 13	September 22	September 29
WINTER	December 15	November 24	December 1

* National Convention Issue

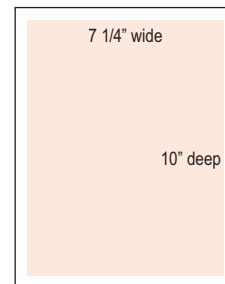
ADVERTISING UNITS AND DIMENSIONS



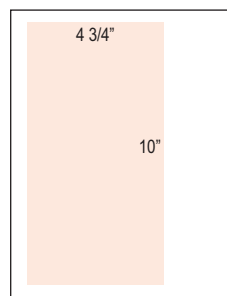
Full Page, Bleed



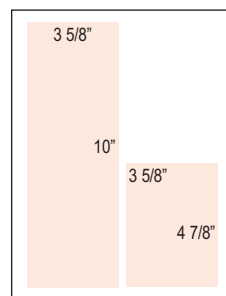
Trim Size (Non Bleed)



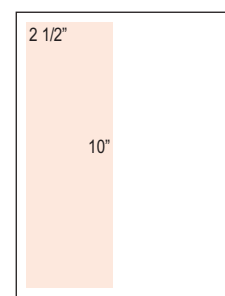
Full Page



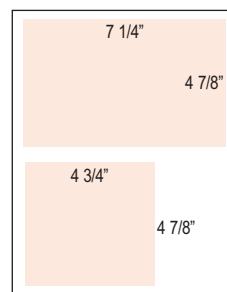
2/3 Page Vertical



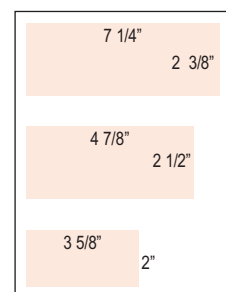
1/2 Page Vertical
1/4 Page, Vertical



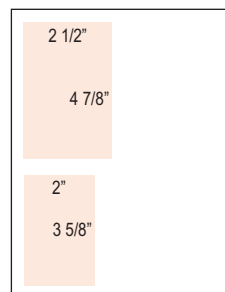
1/3 Page Vertical



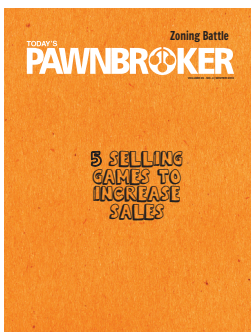
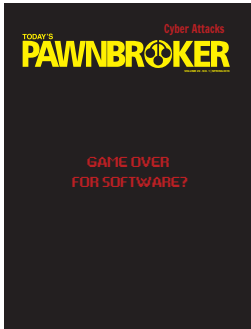
1/2 Page, Horizontal
1/3 Page, Square



1/4 Page, Horizontal
1/6 Page, Horizontal
1/8 Page, Horizontal



1/6 Page, Vertical
1/8 Page, Vertical



PRINTING SPECIFICATION

Publication printed web offset on coated publication paper.

BINDING METHOD

Saddle-Stitch

ELECTRONIC SUBMISSION OF AD MATERIAL

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

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 *Today's Pawnbroker* and disposed of 12 months from last active insertion.

TODAY'S

PAWNBROKER

1088 River Wind Cir
Vero Beach, FL 32967-1825

*For advertising information contact Brian Burkart
(772) 232-8888 • FAX: (772) 770-2466
email: bkbpub1@ix.netcom.com*

PAWNBROKER.BKBPUBLICATIONS.COM

