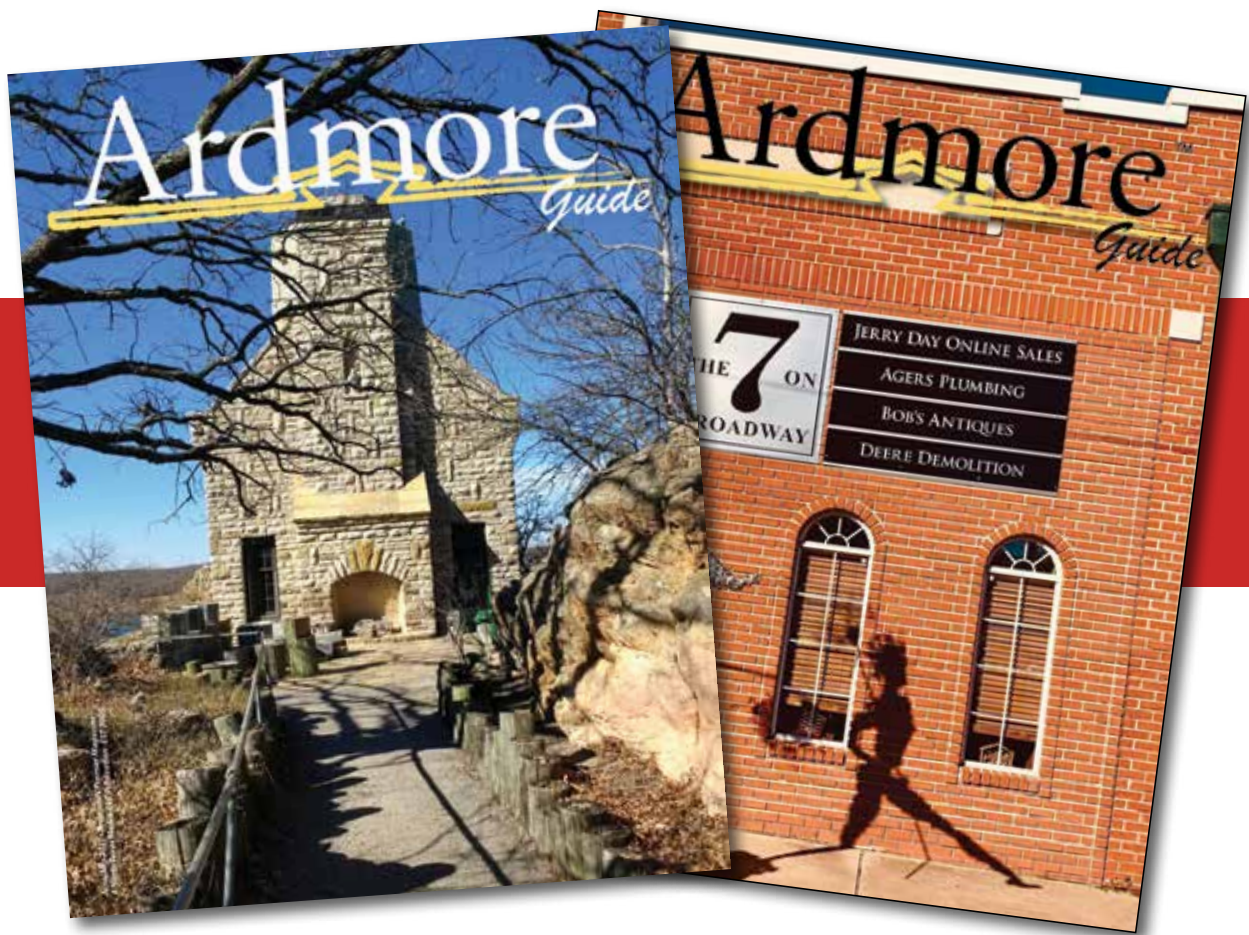


ArdmoreTM *Guide*

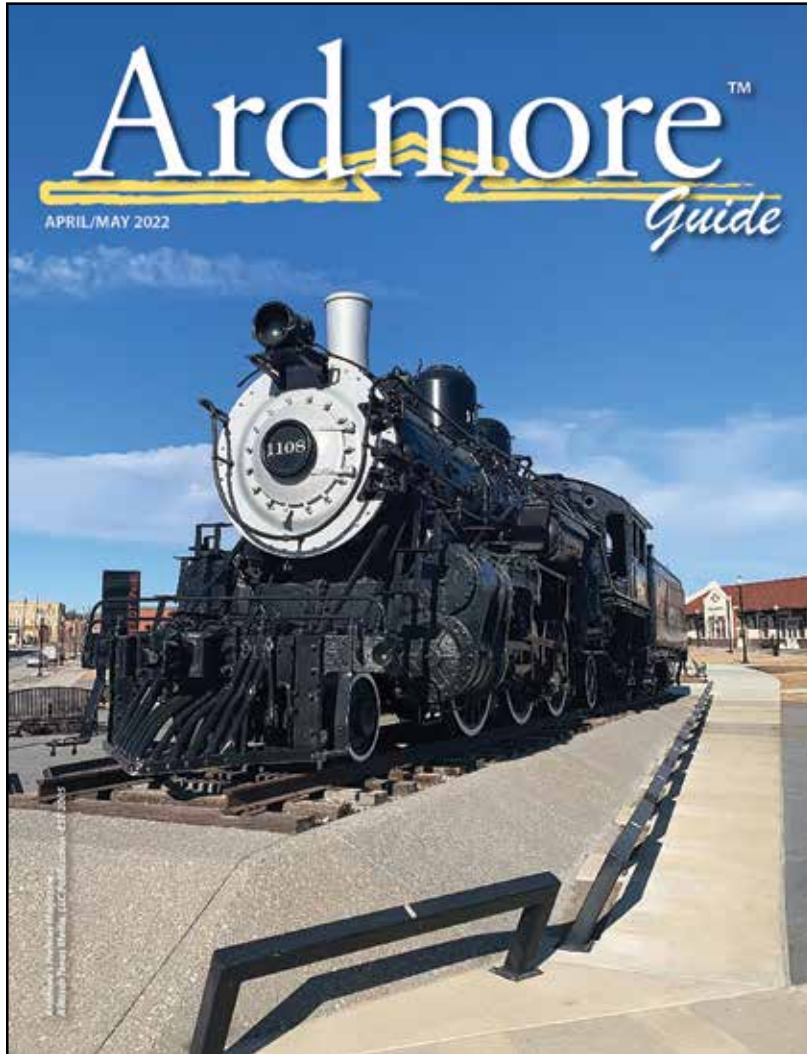


MEDIA KIT

Ardmore Guide

For More Information Call 580.630.2272

ARDMORE GUIDE DIMENSIONS AND DATES



Publication Months

December / January
 February / March
 April / May
 June / July
 August / September
 October / November

Ad Deadlines

November 10
January 10
March 10
May 10
July 10
September 10



8.325 x 10.625



8.325 x 5.56



7.325 x 4.685



4.4 x 10.75



3.535 x 6.375



7.325 x 3



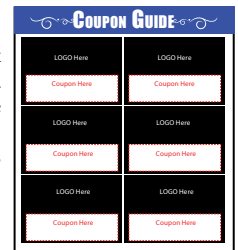
3.535 x 3



3.525 x 4.685

Magazine pages
 are 7.825 x
 10.125

Text safe area
 is 1/2" inset on
 ALL sides for
 ads with bleed.



There are six
 coupons on a
 11.25 x 12.5 page

Each coupon is
 4.8122 x 3.2602



There are fifteen
 business ads on a
 11.25 x 12.5 page

Each ad is 3.5 x 2
 (business card size)

SUBMITTING YOUR AD

Ads may be submitted on CD or emailed to Ardmere Guide. Please contact us to schedule a drop-off or pick-up time at 580-630-2272

Acceptable files are submitted in the following formats: PDF - High resolution (300 dpi at 100%) with all fonts embedded. Adobe Illustrator / EPS - All fonts converted to outlines or embedded in the file. High resolution CMYK JPEGs may also be accepted (JPEGs from websites are NOT acceptable) Adobe InDesign, Adobe Photoshop, Quark Xpress, Publisher, and other formats will need to be converted to one of the above formats prior to submission. All ads must be in CMYK color for printing. Files supplied in RGB will have to be converted to CMYK. This may incur additional charges and may also affect the color of your ad when printed. **About Bleed** - When an ad requires bleed, this means the ad is intended to print to the edge of the page. The dimensions above provide space for the ad to run 1/4" OVER the edge of the page on all sides to ensure an even print all the way up to the edge of the page. This 1/4" will be trimmed / cut during the printing process and WILL NOT BE VISIBLE.

All text important to your ad also needs to be a further 1/4" into specs to avoid being too close to the cut-line.

ARDMORE GUIDE RATES

PREMIUM PLACEMENT

Cost Per Insertion	1 Issue per issue	3 Issues per issue	6 Issues per issue
Front Cover	\$2500	-	-
Back Cover	\$1900	\$1710	\$1520
Inside Front Cover	\$1600	\$1440	\$1280
Inside Back Cover	\$1500	\$1350	\$1200
Center Page Spread	\$2000	\$1800	\$1600

ADVERTISING RATES

Cost Per Insertion	1 Issue per issue	3 Issues per issue	6 Issues per issue
Two Page Spread (not center)	\$1800	\$1620	\$1440
Full Page	\$1200	\$1080	\$960
1/2 Page	\$750	\$675	\$600
1/3 Page	\$530	\$477	\$424
1/4 Page	\$432	\$389	\$346
1/6 Page	\$367	\$331	\$295
Coupon Guide	\$200	\$180	\$160
Business Guide/Shop Local	\$150	\$135	\$120
Ad-itorial (one photo included)	\$1.50 per word		

ONLINE ADVERTISING

Online Banners on Guide pages 599.00
Annually 468x100

ENHANCE LISTING ON GUIDE PAGE:
Add Logo 200.00 annually, add two
line description for an additional
99.00 annually.

FRONT PAGE BANNER:

Measurements 468x100/ 1500.00 per year.

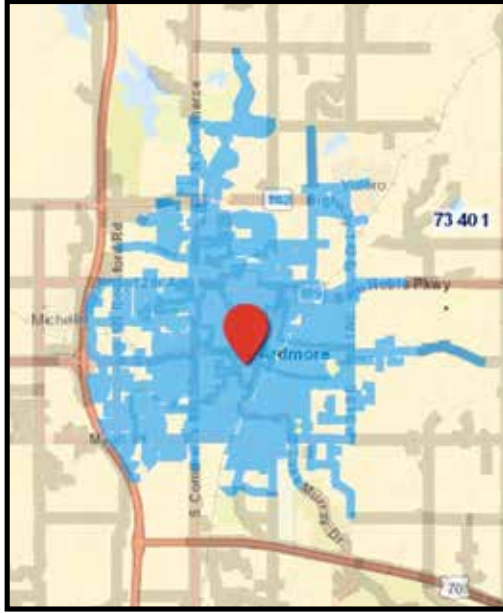
OTHER SERVICES

Advertisement Creation / Development	Starting at \$50
Art Creation Expedite Fee	\$50
Photography Fee	Starting at \$150
Logo Creation	Call for a quote
Business cards-Full color 16pt	\$89.99 per 1000

* Ad components turned in past deadline will be charged the \$50 expedite fee to ensure time for art creation.

* Other sizes and quantities available call for quote-Artwork not included

DISTRIBUTION AND DEMOGRAPHICS



Ardmore Guide
15,000 copies printed
12,000 + direct mailed
3000 stand distributed

DEMOGRAPHICS

Ardmore Proper Population: 24,698

Ardmore Micropolitan Area: 48,491

Median Age: 36.8

English Speaking: 90%

Spanish Speaking: 07%

Income:

Less than 5% earn \$200K or more

Less than 7% earn \$150K-200K

Less than 10% earn 100K- 150K

About 20% earn \$60K-100K

Median Home Value: \$128,900

About 15% earn \$40K-60K

Under 20% earn \$25K-40K

About 20% Earn \$10k-25K

About 10% earn 10K or less

Transportation:

Airports: Ardmore has two general Aviation Airports including: Ardmore Municipal Airport and Ardmore Downtown Executive Airport.

Rail: Burlington Northern Santa Fe Line/ Heartland Flyer running from Fort Worth, Texas to Oklahoma City, Oklahoma.

Highways: Interstate 35 with four exits, US-70, US-77, SH-142 and SH-199

RESERVE YOUR SPACE TODAY!
580.630.2272