



THIS WEEK FROM

Indian Country T O D A Y

Display Magazine Advertising

Unit	Rate	Ad Specifications
4th Cover	\$4,000	Bleed: 8.25" x 10.75" Non Bleed: 7"x 9.5"
2nd Cover	\$3,800	Bleed: 8.25" x 10.75" Non Bleed: 7"x 9.5"
3rd Cover	\$3,200	Bleed: 8.25" x 10.75" Non Bleed: 7"x 9.5"
Full Page	\$3,000	Bleed: 8.25" x 10.75" Non Bleed: 7"x 9.5"
½ Page vertical	\$1950	Non-Bleed: 3.5" x 8.75"
1/2 Page horizontal	\$1,950	Bleed: 8.25" x 5.5" Non Bleed: 7.25"x 4.25"
1/2 page Spread	\$3,900	Bleed: 16.5" x 5.25" Non Bleed: 15.25"x 4.25"
1/3 Page	\$1,300	Non Bleed Only: 2.25"x 8.75"
1/4 Page	\$975	Non Bleed Only: 3.5"x 4.25"
1/6 Page	\$650	Non Bleed Only: 2.25"x 4.25"

AD REQUIREMENTS

All ad submissions must be PDF/X-1a files. All live matter must be 1/4 inch from trim on all sides.

Minimum size knockout type should be 8 point. The PDF/X-1a files must have:

All fonts be embedded (True Type fonts can not be used for Printing). The color space must be CMYK or Grayscale. No RGB, LAB or embedded color profiles (such as ICC profiles) All PMS colors MUST be converted to CMYK. Resolution: 300 dpi. Trim Size: 8" x 10.5"





THIS WEEK FROM

Indian Country T O D A Y

Classified Magazine Advertising

Unit	Rate	Ad Specifications
Full Page	\$2,250	Bleed: 8.25" x 10.75" Non Bleed: 7"x 9.5"
1/2 Page Horizontal	\$1,463	Non Bleed Only: 7.25" x 4.25"
1/2 page Vertical	\$1,463	Non Bleed Only: 3.54" x 8.75"
1/4 Page Square	\$765	Non Bleed Only: 3.54"x 4.25"
1/8 Page	\$500	Non Bleed Only: 1.6875"x 4.25"

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The PDF/X-1a files must have:

All fonts be embedded (True Type fonts can not be used for Printing).

The color space must be CMYK or Grayscale.

No RGB, LAB or embedded color profiles (such as ICC profiles)

All PMS colors MUST be converted to CMYK.

Resolution: 300 dpi.

Trim Size: 8" x 10.5"

