

PULP 2015 Ad Rates

Design Costs:

Basic design included on all level of ads and packages.

Extensive work on ads will be billed at \$35 per hour. This includes logo redesign, extensive photo manipulation and photography. **Ads received after the 20th—we may assess a design \$35 rush-order fee.**

Deadlines:

Prior to publication:

18th to reserve space

23rd receive print-ready ad agency ad

Agencies: **20th** copy received deadline.

***Deadlines will be earlier for short months or holiday months

Format:

If you will be supplying your own ad design please be sure that it is the correct size and resolution.

300 DPI and CMYK

Best formats: PDF, EPS

Will accept: JPG, Photoshop, Illustrator (Adobe Suite).

Payment:

We reserve the right to request payment in advance or retain a credit card on file for the all advertisers including:

Bars & Restaurants

Marijuana establishments

Salons

Political

Out-of-contract advertisers

January 1, 2015

Rates

	Contract*	No Contract
1/8	\$100	\$125
1/4	\$200	\$250
1/2	\$400	\$500
1	\$800	\$1000
Inside Front Back Covers	\$900	\$1200
Backpage	\$1000	\$1400
Center Spread (2pg)	\$1600	\$2000

3mo or longer signed contract, nonprofits & political

Dimensions

	Width	Height
1/8	4.9167"	3"
1/4	4.9167"	6.1667"
1/2	10"	6.1667"
1/2 Vertical	4.9167"	12.5"
1	10"	12.5"
Inside Front Back Covers	10"	12.5"
Backpage	10"	12.5"

PULP
120 S. Union Ave.
Pueblo, CO 81003

719-543-7220
advertising@pueblopulp.com