

FLASHES DISPLAY ADVERTISING

\$8.00 per column inch

1/4 PAGE: \$192.00

1/2 PAGE: \$384.00

FULL PAGE: \$768.00

FRONT PAGE: \$918 (mandatory 4-color)

BACK PAGE: \$843 (mandatory 4-color)

COLOR: Call for prices

FRONT & BACK PAGES

Advanced reservation required
for these pages

FLASHES CLASSIFIED ADVERTISING

\$8.00 up to 15 words

30¢ each additional word

ADDITIONAL CHARGES

BORDER - \$1.00

BOLDFACE TYPE - \$1.00

FIRST LINE OF AD BOLDFACE TYPE - \$1.00

MECHANICAL REQUIREMENTS

FLASHES

PAGE WIDTH: Across 6 columns = 10.403 Inches

PAGE DEPTH: 16 Inches (15.75 image area)

Ad heights start at 1" and increase by half inch increments

FRONT PAGE DEPTH: 13.75 inches

(Shortened by Flashes banner)

COLUMN WIDTH: 1.569 Inches

AD COLUMN WIDTHS

1 col. - 1.569"

2 col. - 3.333"

3 col. - 5.069"

4 col. - 6.833"

5 col. - 8.667"

FULL PAGE - 10.403"

Call for discounts & specials

The Paw Paw Flashes designs in columns by inches

Paw Paw FLASHES

Published every Monday by
Vineyard Press, Inc. • Paw Paw, MI

P.O. Box 129 • 32280 E. Red Arrow Hwy.,
Paw Paw, MI 49079

(269) 657-5080 • (269) 657-3072

• FAX (269) 657-5723

e-mail: vineyardpress@vineyardpress.biz

www.pawpawflashes.com

Early deadlines may apply when holidays fall
on production or publication days

DESIGN SOFTWARE USED BY PAW PAW FLASHES & THE COURIER-LEADER Macintosh Format:

- QuarkXpress 6.5 • Adobe InDesign CS3
- Adobe Photoshop CS3 * Adobe Acrobat 9
- Adobe Illustrator CS3

WE ACCEPT ADS ON DISKS OR THEY MAY BE E-MAILED TO vineyardpress@vineyardpress.biz

- **Print-ready ads should be in PDF format, with the fonts embedded.** Fonts may be converted to outlines if you are unable to embed them in your pdf document.
- **When designing print-ready display ads, make sure to convert all RGB images to grayscale or CMYK color.**
- **PHOTOS** can be e-mailed or saved on disk. We prefer the **original, large-size JPG** for the best quality in reproduction.

WE ALSO ACCEPT WORD PROCESSED TEXT

You may send us the text for an ad (by e-mail or bring a disk to our office), and we will reset it using our Vineyard Press fonts, graphics and software. Save your document in Microsoft Word/Works .doc, .txt, .rtf or .docx format.

Then simply e-mail the text as an attachment to:
vineyardpress@vineyardpress.biz

You may also send us an e-mail containing the ad text in the regular body copy of your email. We will then copy & paste your text into our document.

DISTRIBUTION & CIRCULATION

AVERAGE DISTRIBUTION:

16,200

14,485 through the
Van Buren Delivery Service
1,715 through Third Class U.S. Mail and
through area newstands

COVERAGE AREA:

**Entire eastern half of Van Buren
County, Michigan**

Serving the communities of:
*Paw Paw, Lawton, Mattawan,
Lawrence, Gobles, Decatur,
Bloomingdale, Route 1 Marcellus,
Kalamazoo West, Texas Township
and Schoolcraft*

DELIVERY & ADVERTISING INSERTIONS

*The Paw Paw Flashes is delivered
on Saturday & Sunday by the
Van Buren Delivery Service.
All advertising insertions for
Vineyard Press publications
are handled by the:*

VAN BUREN DELIVERY SERVICE

**Any questions pertaining to
insertions can be answered by
calling: (269) 657-6639**

**DEADLINE FOR FLASHES
ADVERTISING:
5 P.M. WEDNESDAY**