



ADVERTISING RATES for 2023

Publishing Dates: • April (Spring) • July (Summer Issue) • October (Fall/Winter Issue)

MODULAR ADVERTISEMENT SIZES:

Discounts: Buy 2 ads (of the same size), get one free (of the same size)

FULL PAGE 8" X 10.5"	\$350 per issue
HALF PAGE 7.5 x 4.75"	\$250 per issue
THIRD PAGE 7.5" x 3.5"	\$150 per issue
Business card 3.5" x 2.25"	\$75 per issue (Discount not applicable)

PREMIUM PAGES

- BACK COVER (Reserved for premier sponsor or multiple purchases only) \$425 - no discount
- INSIDE FRONT COVER - \$400 - no discount
- INSIDE BACK COVER - \$375 - no discount
- PAGE 3 - \$375 - no discount

DISPLAY ADVERTISEMENTS

- a) Davidson County Local Food Guide reserves the right to revise or reject any advertisement.
- b) Ad page positioning is not guaranteed but DCLFG will make an effort to accommodate requests.
- c) Premium Page ad positions are guaranteed per written agreement and prompt payment.
- d) Ad copy deadline is five weeks prior to publishing/distribution week.

TERMS AND CONDITIONS

- All local rates are non-commissionable. Rates subject to change upon 30 days written notice.
- The advertiser may not lend their contract to any other organization or individual.
- Charges to an account are due and payable within 30 days of billing date and/or per written agreement invoice due date.
- Billing error corrections must be requested within 60 days of invoicing to be reviewed for an adjustment.
- Additional terms and conditions information to be provided on advertising agreement.

FILE REQUIREMENTS

HIGH RESOLUTION CMYK PDFs with fonts embedded ONLY. IMAGES: High-res images (including logos) a minimum of 300 dpi at final size. Do not resample a file larger than its original size. Make sure all images are linked before creating PDF files. Powerpoint, Word, Excel or Publisher files will not be accepted. COLOR: All files must use CMYK process colors, including images, fonts, and graphics. NO RGB or SPOT colors.

FULL PAGE 8" X 10.5"

THIRD PAGE 7.5" X 3.5"

HALF PAGE 7.5" X 5"

BUSINESS CARD 2" X 3.5"