

# POLK

INSIDE

## WELCOME TO INSIDE POLK

*Showcasing the Best of Polk County*



### UPCOMING ISSUE:

**PUBLICATION DATE: SATURDAY, OCTOBER 23, 2010**

**DEADLINE DATE: TUESDAY, SEPTEMBER 21, 2010**

*Published six times a year,*

**INSIDE POLK** *is an entertainment magazine for Polk County residents and visitors who want to keep up with local people, places and events.*

**FOR MORE INFORMATION CONTACT YOUR LEDGER REPRESENTATIVE OR CALL KIM EDWARDS AT 863-802-7381**

# POLK

INSIDE

at a glance

- Local articles featuring the arts, people, events, social happenings, trends, homes, places, and lifestyles inside Polk County.
- Sharing the great diversity inside our county through professional photography and in-depth articles.
- Distribution Total of 28,000 copies.
- 23,000 copies are topped every other month on The Ledger to households with a high demographic profile throughout Polk County.
- 5,000 are distributed throughout Polk County at local retailers, book and magazine outlets, and will sell for \$3.95 per issue.
- Residents will be offered the opportunity to receive a very special introductory mail subscription.
- Published six times a year.

Size	Open	3x*	6x*
	4/c	4/c	4/c
Outside Back Cover	\$1,850	\$1,700	\$1,525
Inside Front Page	\$1,650	\$1,450	\$1,225
Inside Back Page	\$1,650	\$1,450	\$1,225
Full Page	\$1,450	\$1,250	\$975
Half Page	\$800	\$650	\$550
Quarter Page	\$500	\$400	\$325

**Rate-Protection** - Rates are guaranteed for all space orders on contract for a period of three or six months. Cancellation of any portion of a contract voids all rate and position protection.

**Inserts** - Call for quote.

**Payment Terms** - All display advertising orders require payment with artwork, unless agency or client has approved credit 30 days prior to closing. Full payment is due upon receipt of invoice.

**Cancellations** - Inside Polk requires a 60-day advance written notice of cancellations prior to deadline date. Advertisers will be short-rate invoiced at the rate card rate.

\* Ads must run consecutively

## Prepress Specifications

All art, photographs and/or graphics, color or b/w must be 300 dpi  
 Do not enlarge 300 dpi art in layout as it reduces dpi  
 Use CMYK color profiles  
 Line Art 1200 dpi  
 Follow PDF settings (which will be faxed)  
 Line Screen... minimum 150

## Publication Dates

Saturday, February 27, 2010  
 Saturday, April 24, 2010  
 Saturday, June 26, 2010  
 Saturday, August 28, 2010  
 Saturday, October 23, 2010  
 Saturday, December 11, 2010

## Deadline Dates

Tuesday, January 26, 2010  
 Tuesday, March 23, 2010  
 Tuesday, May 25, 2010  
 Tuesday, July 27, 2010  
 Tuesday, September 21, 2010  
 Tuesday, November 9, 2010

2-Page Spread

<b>Trim:</b> 16.75" W x 10.875" H	<b>Bleed:</b> 17.25" W x 11.125" H
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Full Page

**Trim:**  
8.375" W x 10.875" H

**Bleed:**  
8.625" W x 11.125" H

**Live Area:**  
7.625" W x 10" H

**Non-Bleed Ad:**  
7.625" W x 10" H

Half Page Vertical

**Non-Bleed:**  
3.75" W x 10" H

Half Page  
Horizontal

**Non-Bleed:**  
7.625" W x 4.95" H

Quarter Page

**Non-Bleed:**  
3.75" W x 4.95" H