

POLK

INSIDE

WELCOME TO
INSIDE POLK

Showcasing the Best of Polk County



UPCOMING ISSUE:
PUBLICATION DATE: SATURDAY, FEBRUARY 26, 2011
DEADLINE DATE: TUESDAY, JANUARY 25, 2011

Published nine 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.
- 25,000 copies are topped every other month on The Ledger to households with a high demographic profile throughout Polk County.
- 3,000 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 nine times a year.

Size Prepress Specifications

	Full Color
Outside Back Cover	\$1,525
Inside Front Page	\$1,225
Inside Back Page	\$1,225
Full Page.....	\$975
Half Page.....	\$550
Quarter Page	\$325

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 Publication Dates Deadline Dates

Parenting - Inside Polk	Saturday, January 29, 2011	Tuesday, December 28, 2010
Inside Polk	Saturday, February 26, 2011	Tuesday, January 25, 2011
Bridal - Inside Polk	Saturday, March 26, 2011	Tuesday, February 22, 2011
Inside Polk	Saturday, April 23, 2011	Tuesday, March 22, 2011
Inside Polk	Saturday, June 25, 2011	Tuesday, May 24, 2011
Inside Polk	Saturday, August 27, 2011	Tuesday, July 26, 2011
Medical Directory - Inside Polk	Saturday, September 24, 2011	Tuesday, August 23, 2011
Inside Polk	Saturday, October 22, 2011	Tuesday, September 20, 2011
Inside Polk	Saturday, December 10, 2011	Tuesday, November 8, 2011

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 cancellation prior to deadline date. Advertisers will be short-rate invoiced at the rate card rate.

Inserts - Call for quote.

<div style="border: 1px solid black; padding: 5px;"> <p>2-Page Spread</p> <p>Trim: 16.75"W x 10.875" H</p> <p>Bleed: 17.25"W x 11.125" H</p> </div>	<div style="border: 1px solid black; padding: 5px;"> <p>Full Page</p> <p>Trim: 8.375"W x 10.875" H</p> <p>Bleed: 8.625"W x 11.125" H</p> <p>Live Area: 7.625"W x 10" H</p> <p>Non-Bleed Ad: 7.625"W x 10" H</p> </div>	<div style="border: 1px solid black; padding: 5px;"> <p>Half Page Vertical</p> <p>Non-Bleed: 3.75"W x 10" H</p> </div>	<div style="border: 1px solid black; padding: 5px;"> <p>Quarter Page</p> <p>Non-Bleed: 3.75"W x 4.95" H</p> </div> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p>Half Page Horizontal</p> <p>Non-Bleed: 7.625"W x 4.95" H</p> </div>	<div style="border: 1px solid black; padding: 5px;"> <p>SPLIT COVER</p> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>AD ON BACK OF FRONT FLAP</p> </div> <div style="width: 45%;"> <p>Bleed: 3.5"W x 11.125" H</p> <p>Live Area: 3"W x 10.25" H</p> <p>COVER</p> </div> </div> </div>
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