

Ad Specifications

2010 Rates



WWW.THEMORNINGLINE.COM



WWW.OPENSEASON.CN

Printing specs and Web Posting:

Layout prepared on InDesign

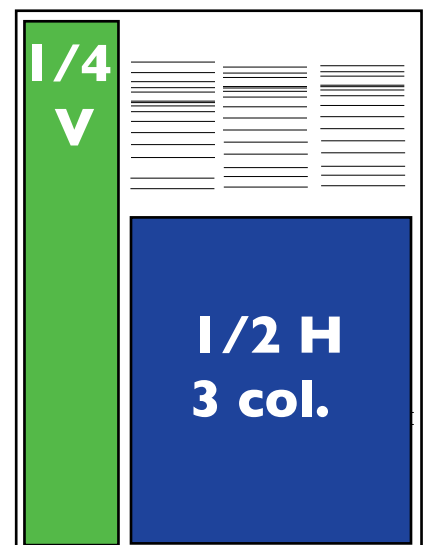
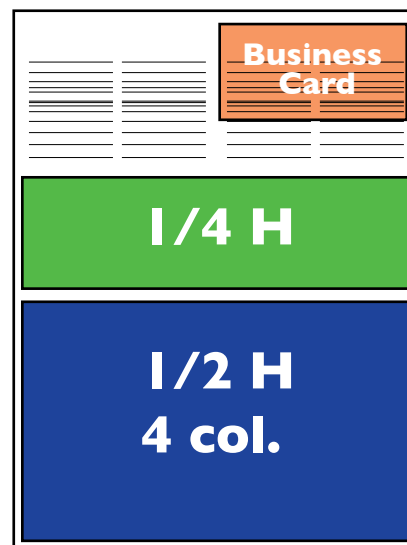
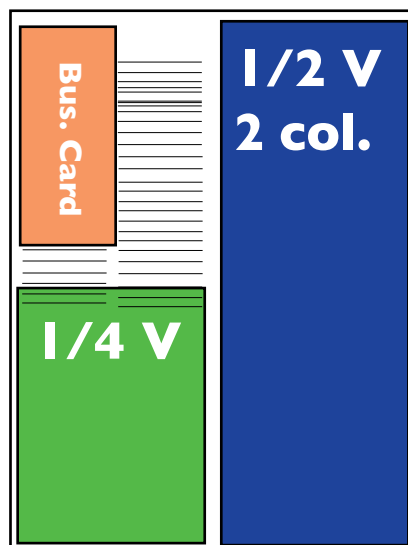
- Printed in 4-color Digital process
- posted on the internet, html & pdf

page size: 9 x 12 inches
on 100lb. white glossy

Applications & Formats

- PDF files, high resolution
- Jpeg files 300 dpi or above

Live Area		Rate/one insert	Layout & Print size		
			Width		Depth (H)
Full Page		\$975.00	Non Bleed		
			Live area	8 1/2 x	11 1/4
			Full bleed	10 x	13
			Trim	9 x	12
Halfpage	vertical 2 col.	\$575.00	4 1/4 x	11 3/8	
	vertical 3 col. Island		6 3/8	7 3/8	
	horizontal 4 col.		8 1/2	5 1/2	
1/4 page	vertical 2 col.	\$375.00	4 1/4	5 1/2	
	vertical 1 col.		2	11 3/8	
	horizontal 4 col.		8 1/2	2 3/4	
Business card	hor. 2 col.	\$195.00	4 1/4	2 1/4	
	vert. 1 col.		2	5 1/2	



Sending your ad. material

- email: polo@openseason.cn
- ftp on demand

The Morning Line

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