

Ad Rates & Specifications

Summer 2011 Rates



WWW.THEMORNINGLINE.COM

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 80/100lb. white glossy

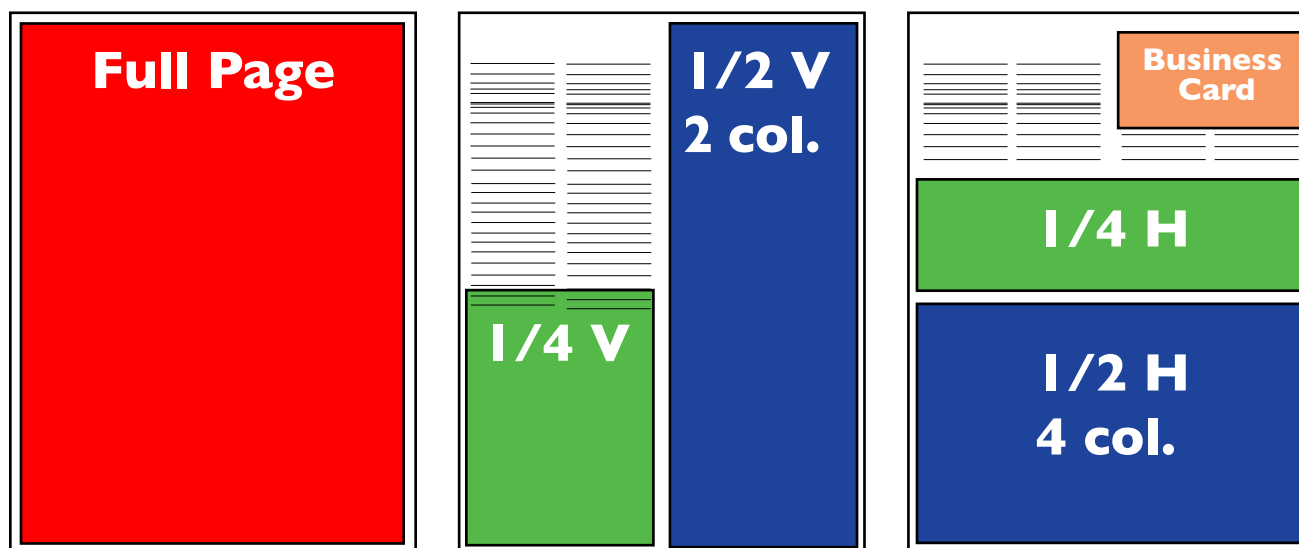
Applications & Formats

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

Rate/one insert	Summer Rates	Layout & Print size		
		Width	Depth (H)	
Full Page	\$975.00	Non Bleed Live area	8 1/2 x	11 1/4
Halfpage	\$625.00	vertical 2 col. horizontal 4 col.	4 1/4 x 8 1/2	11 3/8 5 1/2
1/4 page	\$375.00	vertical 2 col. horizontal 4 col.	4 1/4 8 1/2	5 1/2 2 3/4
Business card	\$175.00	hor. 2 col.	4 1/4	2 1/4

Discount on Multiple Inserts:

25% on the first 7 inserts
40% after the first 7 inserts



Sending your ad. material

- email: frederic@themorningline.com
- ftp on demand

The Morning Line

www.themorningline.com
 Publisher: Frederic Roy
frederic@themorningline.com
 205 Worth Avenue Suite 201-114
 Palm Beach, FL 33480
 ph. 561 315 3111

Effective date: May 1st, 2011