Everything our readers love. And now so much more.
Neighborhood newspapers are the overwhelming “go-to” source for all local information.

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>Local Newspaper</th>
<th>Social Media &amp; Messengers</th>
<th>Search Engines</th>
<th>Other Sites &amp; Apps</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local Announcements</td>
<td>64%</td>
<td>15%</td>
<td>7%</td>
<td>9%</td>
</tr>
<tr>
<td>Local Crime</td>
<td>62%</td>
<td>17%</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>Local Economy</td>
<td>60%</td>
<td>13%</td>
<td>11%</td>
<td>10%</td>
</tr>
<tr>
<td>Local Sports</td>
<td>58%</td>
<td>16%</td>
<td>12%</td>
<td>10%</td>
</tr>
<tr>
<td>Local Politics</td>
<td>57%</td>
<td>15%</td>
<td>8%</td>
<td>9%</td>
</tr>
<tr>
<td>Local Covid</td>
<td>50%</td>
<td>17%</td>
<td>14%</td>
<td>11%</td>
</tr>
<tr>
<td>Local Schools</td>
<td>45%</td>
<td>21%</td>
<td>14%</td>
<td>12%</td>
</tr>
<tr>
<td>Local Traffic</td>
<td>44%</td>
<td>15%</td>
<td>19%</td>
<td>16%</td>
</tr>
</tbody>
</table>

75% of our readers frequently purchase products and services seen in our paper.

- **47%** Home Improvement, Furnishings and Design
- **72%** Apparel, Jewelry or Floral & Gift Shops
- **75%** Dining and Entertainment
- **44%** Health and Wellness Services

Circulation Verification Council 2021
WEB & PRINT ADVERTISING

WEB DISPLAY AD SIZES

- **Medium Rectangle** 300 x 250 px $270.00
- **Leaderboard** 728 x 90 px $362.00
- **Half Page** 300 x 600 px $475.00
- **Portrait** 300 x 1050 px $525.00
- **Large Leaderboard** 970 x 90 px $540.00

MOTION RATES

- a. Right Rail - Portrait 300 x 1050 px $925.00
- b. Right Rail - Half page 300 x 600 px $660.00
  - b1. 3c x 7.5” (366 x 536 px) = 300 x 439.3 px $660.00
  - b2. 3c x 10” (366 x 706px) = 300 x 578.6 px $850.00
- c. Right Rail - Medium Rectangle
  - 3c x 5” (366 x 256 px) = 300 x 291.8 px $480.00
- d. Header/Footer - leaderboard
  - 4c x 2.5” (492 x 176px) = 320 x 100 px(x2) $460.00
- e. Header/Footer - large Leaderboard 970 x 90 px
  - 4c x 2.5” (492x176px) = 320 x 100 px (x3) $560.00

**$200 Color Rate**
or $100 with 6/12 month frequency agreement, where no ad is less than 10 column inches.

COMBO RATES

**Dynamic Web Ads (home page only) plus Print Ads**

1. Right Rail Portrait **plus** 1/4 Page Print $2197.65
2. Right Rail Half Page **plus** 1/2 Page Print $1099.50
3. Right Rail Half Page **plus** 1/3 Page Print $1448.50
4. Right Rail Medium Rectangle **plus** 1/6 Page Print $819.60
5. Header/Footer **plus** 1/9 Page Print $614.00
6. Header/Large Leaderboard **plus** 1/9 Page Print $720.20

*Prices include 1 hour production time, after 1 hour: $95 per hour*

Name Your Place Rate
Preferred print placement is available on ads of at least 10 column inches for an additional 20% of the ad space cost.
<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Open Rate</th>
<th>6 months</th>
<th>12 months</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(col. inches)</td>
<td>(per col. inch)</td>
<td>(per col. inch)</td>
</tr>
<tr>
<td>Full page</td>
<td>(90&quot;)</td>
<td>$2,996.10 ($33.29)</td>
<td>$2,396.70 ($26.63)</td>
</tr>
<tr>
<td>1/2 page</td>
<td>(45&quot;)</td>
<td>$1,746.45 ($38.81)</td>
<td>$1,397.25 ($31.05)</td>
</tr>
<tr>
<td>1/3 page</td>
<td>(30&quot;)</td>
<td>$1,219.20 ($40.64)</td>
<td>$975.30 ($32.51)</td>
</tr>
<tr>
<td>1/4 page</td>
<td>(22-1/2&quot;)</td>
<td>$941.63 ($41.85)</td>
<td>$753.30 ($33.48)</td>
</tr>
<tr>
<td>1/6 page</td>
<td>(15&quot;)</td>
<td>$690.90 ($46.06)</td>
<td>$552.75 ($36.85)</td>
</tr>
<tr>
<td>1/9 page</td>
<td>(10&quot;)</td>
<td>$517.10 ($51.71)</td>
<td>$413.70 ($41.37)</td>
</tr>
<tr>
<td>1/18 page</td>
<td>(5&quot;)</td>
<td>$270.75 ($54.15)</td>
<td>$216.60 ($43.32)</td>
</tr>
<tr>
<td>Less than 5&quot;</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>

Please subtract .056” (p4) from the desired ad depth to allow for gutter space. The measurements provided have the .056” already subtracted. Do not subtract .056” for ads that are the full 15-inch page depth.
OUR POLICIES

Advertising and insert rates are non-commissionable.

The publisher reserves the right to reject or revise any ad or insert that he deems to be objectionable. Advertisements that demean any individual, race, religion, sex, institution, firm, business, profession, organization or affectional preference will not be accepted.

Any advertisement having the appearance of editorial material will have “Advertisement” printed above it. (In case it somehow doesn’t, we’ll insert it for you.)

The advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability resulting from the publication of the advertisement.

The publisher will not be liable for slight changes or typographical errors that do not lessen the value of an advertisement, or for any other errors appearing in the advertisement unless the publisher received corrected copy before the copy deadline with corrections plainly noted thereon. However, if the mistake was ours, we’ll make all reasonable amends.

If, for whatever reason your ad or preprinted insert does not make it into the paper, we’ll make sure it’s in the next issue-free.

Any display ad cancelled after the space reservation deadline is subject to a cancellation fee of $3.00 per column inch ($30 minimum–see deadlines on calendar page). Any display ad cancelled after 12:00 p.m. on the day following the space reservation deadline will be charged at the full rate. (In other words, you can pull it, but you still pay for it.)

Artwork and all other items created by the newspaper are understood to be the newspaper’s property. Such items will be stored for a period of time at the newspaper’s discretion.

POLITICAL ADVERTISING

In true democratic fashion, we offer our political advertisers the same advertising rates and discounts as everyone else. However, political ads are accepted with payment in advance only.

While we may agree that too many laws exist governing political advertising, we’ll do our best to help you comply so that neither of us gets sued.

RELIGIOUS ADVERTISING

A discount of 20% is available to churches and synagogues on advertising that refers to services with no admission charge.

TERMS OF PAYMENT

Payment may be made by cash, check or credit card (Visa, MasterCard or Discover).

Credit account applicants must complete and remit a signed credit application. Ask your account executive for details. Until we get the results, you’ll need to pre-pay.

All pre-payments must be received by the display ad deadline (see deadlines on calendar page). If not, we must regretfully cancel your ad and charge a cancellation fee of $3.00 per column inch ($30 minimum).

A service charge of $30.00 will be added to any check returned to MyVillager unpaid by the advertiser’s bank.

PRODUCTION SPECS

When setting ads, subtract .056” (p4) from the ad’s depth to allow for gutter space between ads. Do not subtract .056” from ads that are the full-page 15 inch depth. Ads over 13 inches will be set and billed at the full-page 15 inch depth.

- 6-column tabloid format
- Printed area: 10-5/16 inches wide by 15 inches deep (10.3334” x 15” or 62 x 90 picas)

<table>
<thead>
<tr>
<th>COLUMNS</th>
<th>COMPUTER INCHES</th>
<th>INCHES</th>
<th>PICAS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 column</td>
<td>1.5835”</td>
<td>1-9⁄16</td>
<td>9p6</td>
</tr>
<tr>
<td>2 column</td>
<td>3.3335”</td>
<td>3-5⁄16</td>
<td>20p</td>
</tr>
<tr>
<td>3 column</td>
<td>5.0835”</td>
<td>5-9⁄16</td>
<td>30p6</td>
</tr>
<tr>
<td>4 column</td>
<td>6.8334”</td>
<td>6-13⁄16</td>
<td>41p</td>
</tr>
<tr>
<td>5 column</td>
<td>8.5834”</td>
<td>8-9⁄16</td>
<td>51p6</td>
</tr>
<tr>
<td>6 column</td>
<td>10.3334”</td>
<td>10-5⁄16</td>
<td>62p</td>
</tr>
<tr>
<td>12 column</td>
<td>21.5”</td>
<td>21-1⁄2</td>
<td>129p</td>
</tr>
</tbody>
</table>

HOW TO PROVIDE US WITH AN ELECTRONIC FILE

MyVillager is published electronically on Macintosh computers. Our production artists import your electronic file directly into the newspaper. We prefer the following formats: Adobe Acrobat, InDesign, Illustrator or Photoshop - INDD, PDF, or TIFF

Files from other software applications or computer platforms that create a high resolution PSD, TIFF or PDF file with embedded fonts and graphics also work. We cannot open MS Publisher files.

POINTS TO REMEMBER

Image resolution should be near 300 dots per inch (dpi). Many programs export 72 dpi files, which is not enough for print media.

PDF files. Please embed complete fonts (not subsets) and graphics. Please do not enable any password protection or security block when creating a pdf.

Illustrator files must include fonts unless font outlines have been created.

Convert all RGB color to CMYK. Grayscale should be black (K) only.

MyVillager does not print spot colors. When a customer requests a specific Pantone color number, the printer simulates the color with CMYK while matching to the appropriate Pantone swatch.

THEN HIT SEND

If sending your ad via email, please use the email address of your display ad account executive:

Gary Ball gbball@myvillager.com
Phone 651-699-1462