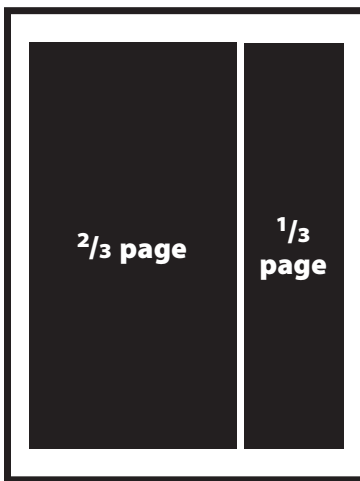
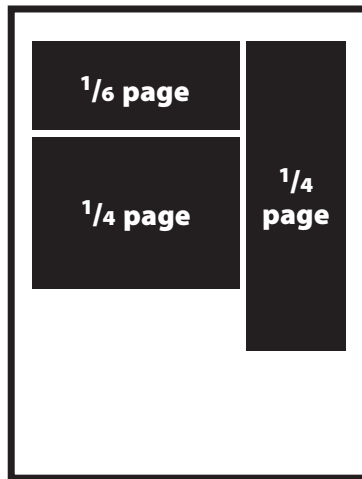
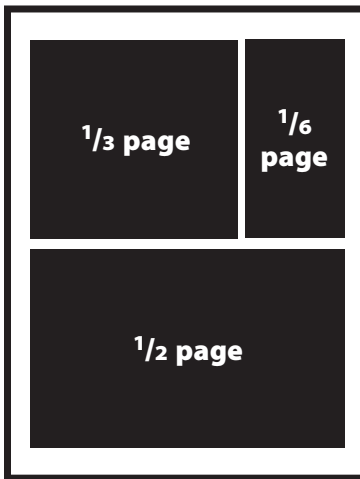


DIMENSIONS



full page	8.375" x 10.875"
(live area for full page)	7.125" x 9.25"
2/3 page vertical	4.75" x 9.25"
1/2 page horizontal	7.125" x 4.5"
1/3 page vertical	2.25" x 9.25"
1/3 page horizontal	4.75" x 4.5"
1/4 page vertical	2.25" x 7"
1/4 page horizontal	4.75" x 3.5"
1/6 page vertical	2.25" x 4.5"
1/6 page horizontal	4.75" x 2"

mechanical specs

- 1 For bleeds, maintain a 0.375" safety margin on edges.
- 2 Final trim size is 8.125" x 10.625" (48 p 9 x 63 p 9).
- 3 Printed on 50# offset from a web press.
- 4 Binding method is saddle stitch.
- 5 Maintain 200 dpi for photos and 600 dpi for line art.

production questions

Contact Rachel Jefferson at (773) 772-0100, x344, or art@inthesetimes.com.

REGULATIONS

copy and contract regulations

- 1 All advertisements are accepted and published upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof.
- 2 In consideration of the publisher's acceptance of such advertisements, the agency and/or advertiser will indemnify and hold the publisher harmless from and against any loss or expense resulting from claims or suits based on the contents or subject matter of such advertisements.
- 3 Advertising materials cannot be returned.
- 4 The publisher is not responsible for errors in copy submitted by advertiser or its agency.
- 5 Advertiser or agency is not entitled to compensation or rebate for errors made by publisher which do not affect the content of an advertisement.

special advertising

Contact Erin Polgreen at (773) 772-0100, x225, or erin@inthesetimes.com for information about advertising in our event calendar.

delivery

- 1 Please send proofs along with a digital copy of your file to art@inthesetimes.com.
- 2 Submit only TIFF, PDF, JPG or EPS files.
- 3 Supply files via e-mail, CD-R or zip disk.
- 4 Fonts and graphics must be embedded in your files.
- 5 Non-standard file formats, and additional production requirements are subject to additional charges.

SEND PROOFS TO

Advertising Director
2040 N. Milwaukee Ave.
Chicago, IL 60647

CIRCULATION 17,000

AVERAGE READERSHIP 30,000

ONLINE ADVERTISING

Banners

Leaderboard ads (728 x 90) are available on all our high-traffic pages, including most of our archives. We prefer tasteful, beautifully designed ads in any common format (Flash, JPG, GIF). We are happy to provide free design and consulting for advertisers looking to stand out or polish their message. (Minimum order for banners is 10,000 impressions.)

Pricing: \$20 CPM, or \$2 CPC

Site Sponsorships

Enjoy exclusive run-of-site ads on any of our three sites for a flat monthly rate. Your message will be exclusively integrated into all areas of our site. Options are also available for our blog, The ITT List, and podcast/radio show, Fire on the Prairie. Please contact us in advance to schedule a month for your sponsorship.

In These Times: \$2,000/week, \$6,000/month

The ITT List: \$200/week, \$600/month

Fire on the Prairie: \$200/week, \$600/month

All three: \$2,500/week, \$7,000/month

eNewsletter

We send an eNewsletter to approximately 12,000 subscribers (and growing), 1-3 times per week. We offer one plain text ad, along with a small graphic per newsletter. It is a great way to connect with a very targeted, motivated audience.

Pricing: \$200 per newsletter

Reporting

All advertisers with inthesetimes.com will have access to real-time metrics on clickthrough rates, total impressions, and current inventory. This information is available through an online interface or via e-mail. Please contact us for a demo.

Please contact Erin Polgreen at erin@inthesetimes.com for more information.

RATES + SIZES

Black & White	1x	3x	6x
INSIDE COVER	\$1100	\$935	\$825
BACK COVER	\$1300	\$1100	\$975
FULL	\$900	\$765	\$675
TWO-THIRDS	\$700	\$595	\$525
HALF	\$500	\$425	\$375
THIRD	\$350	\$295	\$260
QUARTER	\$275	\$233	\$205
SIXTH	\$175	\$148	\$131

Four-Color	1x	3x	6x
INSIDE COVER	\$1250	\$1060	\$937
BACK COVER	\$1450	\$1230	\$1085
FULL	\$1000	\$850	\$725
TWO-THIRDS	\$800	\$720	\$648
HALF	\$600	\$540	\$486
THIRD	\$450	\$405	\$365
QUARTER	\$375	\$338	\$304
SIXTH	\$275	\$225	\$203

Classified	1-2 x	3-5 x	6-9 x	10-19 x	20 x
PER WORD	95¢	85¢	80¢	75¢	65¢
PER COLUMN INCH	\$30	\$28	\$26	\$24	\$22

Classified ads must be a minimum of 5 words.