

Ad Rates & Specifications

2011 Rates



WWW.THEMORNINGLINE.COM



WWW.OPENSEASON.CN

Printing specs and Web Posting:

Layout prepared on InDesign

- Printed in 4-color Digital process
- page size: 9 x 12 inches on 80/100lb. white glossy
- posted on the internet, html & pdf

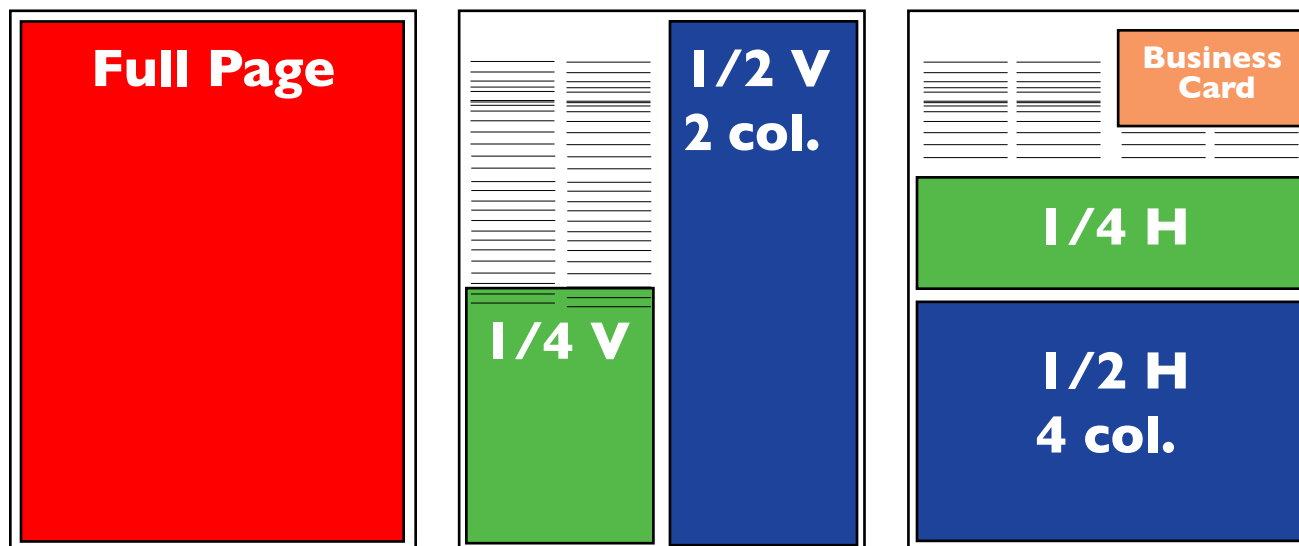
Applications & Formats

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

Rate/one insert	Weekday Mon thru Sat	Sunday	Layout & Print size		
			Width	Depth (H)	
Full Page	\$1,025.00	\$1,950.00	Non Bleed Live area	8 1/2 x	11 1/4
Halfpage	vertical 2 col. horizontal 4 col. \$625.00	\$1,250.00		4 1/4 x 8 1/2	11 3/8 5 1/2
1/4 page	vertical 2 col. horizontal 4 col. \$325.00	\$750.00		4 1/4 8 1/2	5 1/2 2 3/4
Business card	hor. 2 col. \$125.00	\$350.00		4 1/4	2 1/4

Discount on Multiple Inserts: 25% on the first 7 inserts
40% after the first 7 inserts

The Morning Line is published Monday thru Wednesday, Friday through Sunday.
Open Season Palm Beach is published on Thursday



Sending your ad. material

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

The Morning Line

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