



# KEYS TO RECOVERY

— NEWSPAPER, INC. —

## Advertising Rates

	1x	3x	6x	12x
		ea.	ea.	ea.
Full Page	1,700	1,600	1,500	1,400
3/4 Page	1,400	1,350	1,300	1,275
1/2 Page	1,200	1,175	1,150	1,100
1/3 Page	750	725	700	675
1/4 Page	575	550	525	500
1/6 Page	400	375	350	325
1/8 Page	375	350	325	300
1/12 Page	275	250	225	200
Front Cover	\$1,500 (one time only)			
Banner	Each advertiser can only run once a year			
Business Box	\$100 flat rate			
Classified Ads	\$40 for 25 words or less Each additional word \$0.50			
<u>Additional Charges for</u>				
Full or spot Color				
Back Cover, Inside Back Cover & Inside Front Cover (which are premium locations)				

## Ad Sizes

Full Page	10" width x 12" height
3/4 Page	10" width x 9" height
1/2 Page - Vertical	4.85" width x 12" height
1/2 Page - Horiz.	10" width x 6" height
1/3 Page - Vertical	4.85" width x 9" height
1/3 Page - Horiz.	10" width x 4" height
1/4 Page - Vertical	4.85" width x 5.9" height
1/6 Page - Horiz.	4.85" width x 3.9" height
1/8 Page - Horiz.	4.85" width x 2.95" height
1/12 Page - Horiz.	3.25" width x 3" height
Business Box	2.38" width x 2.38" height
Front Cover Banner	10" width x 1.5 height

## Materials & Deadlines

**Advertising Materials:** The best type of artwork/graphic to send is a PDF (with all artwork and fonts embedded), we can also accept JPEG's, Photoshop files and In-Design files, again make sure that you include all artwork and fonts.

**Advertising Deadlines:** Keys to Recovery Newspaper, Inc. will hit the streets on the first week of each month. Camera ready artwork is due the 15th of the month prior to publication.

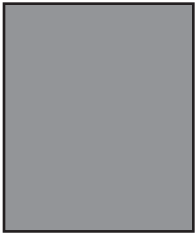
## Terms and Conditions

All ads are due and payable upon acceptance of ad prior to publication unless otherwise authorized. The publisher assumes no liability if for any reason it becomes necessary to omit an ad. The publisher assumes no liability if for any reason we are unable to print an issue of the newspaper. It is the advertisers responsibility to proof ads, we will do everything we can to help but the publisher assumes no liability for any errors in ad. All advertising is subject to publisher's approval. The publisher reserves the right to reject advertising that we feel is not in keeping with our standards. The publisher does not assume responsibility for the contents of advertisements and all representatives or warrants made in such advertising are those of the advertiser and not the publisher. Publisher is not liable to advertiser for any misprints in advertising.

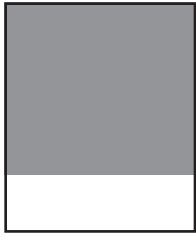
[www.KeysToRecoveryNewspaper.com](http://www.KeysToRecoveryNewspaper.com)

818.312.4233 • email: [jeannie.rabb@KeystoRecoveryNewspaper.com](mailto:jeannie.rabb@KeystoRecoveryNewspaper.com)

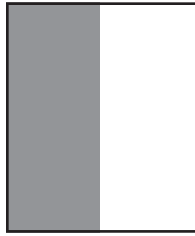
# Ad Shapes



**Full Page**



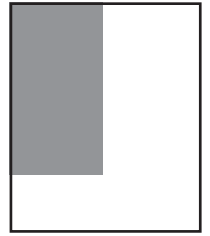
**3/4 Page**



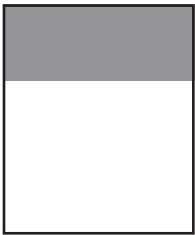
**1/2 Page  
Vertical**



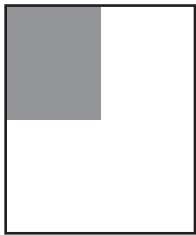
**1/2 Page  
Horizontal**



**1/3 Page  
Vertical**



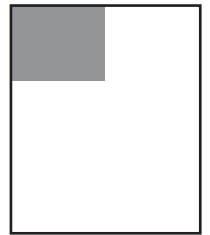
**1/3 Page  
Horizontal**



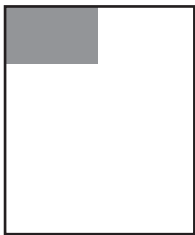
**1/4 Page  
Vertical**



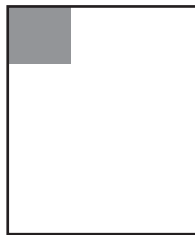
**1/6 Page  
Vertical**



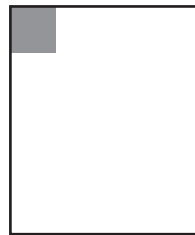
**1/6 Page  
Horizontal**



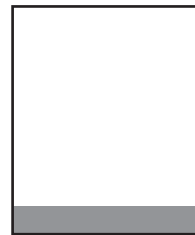
**1/8 Page  
Horizontal**



**1/12 Page  
Horizontal**



**Box Ad**



 **KEYS TO RECOVERY**  
— NEWSPAPER, INC. —

***SPREADING THE MESSAGE OF HOPE AND RECOVERY***