



2009 FRANKLIN EZ-GUIDE AD RATES & SPECS

AD RATES —FULL COLOR ONLY—	JULY 2009 EDITION
	5,000 CIRCULATION
Full Page - Back Cover	\$1,532
Full Page - Front and Back Inside Covers, Page 3	\$1,225
Full Page - No Special Placement	\$908
1/2 Page	\$586
1/4 Page	\$366
1/8 Page	\$222

Rates include **AD DESIGN BY XPO PRESS**, if needed, and **UNLIMITED FULL COLOR**. Ad design by Xpo Press is limited to advertiser's logo, company name, address, all contact numbers, one graphic or photo, and up to 40 words of text (four or more letters per word). Additional graphics or photos \$25.00 each. Additional typesetting 25¢ per word.

WHAT DISCOUNTS DO YOU QUALIFY FOR?

- 10% OFF** for ads provided camera-ready.
- 3% OFF** for early payment made within 14 days of date on Agreement-Invoice.

CHOOSE FROM 5 DISPLAY AD SIZES

FULL PAGE	1/2 PAGE (H)	1/2 PAGE (V)	1/4 PAGE	1/8 PAGE
Bleed or Non-Bleed 4 1/2" wide X 7 1/2" tall	Horizontal 4 1/2" wide X 3 5/8" tall	Vertical 2 1/8" wide X 7 1/2" tall	One Size 2 1/8" wide X 3 5/8" tall	One Size 2 1/8" wide X 1 3/4" tall

Magazine trim size is 5 1/2" wide X 8 1/2" tall. Bleeds are 5 3/4" wide X 8 3/4" tall.

CAMERA-READY SPECIFICATIONS

Camera-ready art must be provided electronically (via e-mail to Tammy Hemingway at design@xppress.com or mailed on disk) in TIFF, EPS, PDF, JPG or native Adobe Illustrator files. All fonts must be embedded. Minimum 300 dpi images in CMYK color mode are the only acceptable formats, no RGB or LAB. Full camera-ready discount may not apply if Xpo Press needs to re-size or manipulate your ad file in any way.

WHAT IS THE FRANKLIN EZ-GUIDE AND WHY SHOULD I ADVERTISE?

Xpo Press, in association with the Gem & Mineral Society of Franklin, N.C., publishes the Franklin EZ-Guide during the gem, mineral and jewelry shows in Franklin in May and July. The EZ-Guide features articles pertaining to the gems, minerals and beauty of the town of Franklin and Macon County. It also includes show maps, vendor listings, and ads promoting the shows and vendors, as well as regional gem mines, restaurants and other local businesses. Brad Hicks, the publisher of the Franklin EZ-Guide, wrote in the premier issue, "This community deserves a publication dedicated to telling its mineral and mining stories, promoting its regional mines and rock-related businesses and organizations, and providing a guide for the annual gem shows and the thousands who flock here in the spring and summer months. ... Franklin is indeed the "Gem Capital of the World."

WHAT ARE THE SIZES AND SPECIFICATIONS OF THE FRANKLIN EZ-GUIDE?

The Franklin EZ-Guide is printed in full-color on 60 lb. text-weight gloss paper with a self-cover on a sheet-fed offset press. Page count is approximately 30 pages depending on ad sales. Trim size of the EZ-Guide is 5 1/2" wide X 8 1/2" tall.

HOW AND WHEN IS THE FRANKLIN EZ-GUIDE DISTRIBUTED?

The Franklin EZ-Guide is distributed on racks at the gem shows and at many Franklin businesses. In 2009, two editions of the Franklin EZ-Guide are being published and distributed before and during the gem shows: 5,000 distributed **May 2-10**, and 5,000 distributed **July 18-26**. In 2010, one edition of the EZ-Guide with a circulation of 10,000 will be published and distributed during the May and July gem shows.

AD RESERVATION DEADLINE

JUNE 19, 2009

Camera-ready art and all ad copy due same day as Ad Reservation Deadline.

TO RESERVE YOUR AD CONTACT:



Mail **P. O. Box 740864 • Arvada, CO 80006**

Toll Free **(877) 621-6143**

Denver Area **(720) 946-2808**

Fax **(303) 428-5592**

E-mail xsupport@xppress.com

Online www.xppress.com