

LOS ALAMOS COUNTY ICE RINK

ADVERTISING RATE CARD

| | <u>One Year Rate</u> | <u>Two Year Rate</u> | <u>Three Year Rate</u> |
|----------------------|----------------------|----------------------|------------------------|
| One 3' x 4' section | \$ 450.00 | \$ 435.00 | \$ 420.00 |
| Two 3' x 4' sections | \$ 875.00 | \$ 845.00 | \$ 815.00 |
| One 3' x 8' section | \$ 850.00 | \$ 820.00 | \$ 790.00 |
| Two 3' x 8' sections | \$ 1,650.00 | \$ 1,590.00 | \$ 1,530.00 |

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|---|------------------|
| <i>Artwork submitted per specifications</i> | no charge |
| <i>Artwork submitted NOT submitted per specifications</i> | \$ 100.00 |
| <i>Premium position</i> | add 10% |
| <i>Artwork/Sign Changes (2' x 6')</i> | \$ 350.00 |
| <i>Artwork/Sign Changes (2' x 3')</i> | \$ 175.00 |
| <i>Four Color Process</i> | no charge |

SPECIFICATIONS

(height x width)

| | | |
|----------------------------|----------------|---------------------------|
| <i>One 3' x 4' section</i> | <i>2' x 3'</i> | <i>Bleed or Non-Bleed</i> |
| <i>One 3' x 8' section</i> | <i>2' x 6'</i> | <i>Bleed or Non-Bleed</i> |

File Format for Artwork

*Adobe Illustrator EPS
 TIFF, JPEG, BMP (Bitmap)
 Designed - Full Scale 90 dpi
 Half Scale 180 dpi
 Quarter Scale 360 dpi*