

Advertising Rates

Prices apply to advertising insertions into one of Examiner Media's four newspapers: **The Examiner** which serves central Westchester, **The White Plains Examiner** which covers White Plains and the surrounding area, **The Northern Westchester Examiner** in northern Westchester or **The Putnam Examiner**, a countywide publication. To run your ad in two newspapers, receive 10 percent off. Receive 15 percent off for ads that run in all three editions and 20 percent off if running in all four newspapers. Call **914-864-0878** for more information.

Ad Size	Price	4-7 week run	8-15 week run	16+week run
		5% discount price/week	10% discount price/week	15% discount price/week
1-16 page black and white	\$55.00	\$52.25	\$49.50	\$46.75
1-16 page color	\$110.00	\$104.50	\$99.00	\$93.50
1-8 page black and white	\$110.00	\$104.50	\$99.00	\$93.50
1-8 page color	\$220.00	\$209.00	\$198.00	\$187.00
1-4 page black and white	\$220.00	\$209.00	\$198.00	\$187.00
1-4 page color	\$330.00	\$313.50	\$297.00	\$280.50
1-2 page black and white	\$330.00	\$313.50	\$297.00	\$280.50
1-2 page color	\$440.00	\$418.00	\$396.00	\$374.00
Full Page black and white	\$550.00	\$522.50	\$495.00	\$467.50
Interior Full Page color	\$660.00	\$627.00	\$594.00	\$561.00
Back Full Page color	\$1,100.00	\$1,045.00	\$990.00	\$935.00
Front Page Banner	\$450.00	\$427.50	\$405.50	\$382.50
Back Page Banner	\$350.00	\$332.50	\$315.00	\$297.50
1-2 page black and white advertorial	\$500.00	\$475.00	\$450.00	\$425.00
1-2 page color advertorial	\$600.00	\$570.00	\$540.00	\$510.00
Full Page black and white advertorial	\$770.00	\$731.50	\$693.00	\$654.50
Full Page color advertorial	\$880.00	\$836.00	\$792.00	\$748.00
Insert	\$330.00	N/A	N/A	N/A
Web Button Ad (160px wide x 90px)	\$55.00	\$52.25	\$49.50	\$46.75
Web Banner Ad (728px wide x 90px)	\$110.00	\$104.50	\$99.00	\$93.50

Total circulation for Examiner Media's four newspapers is 25,000, broken down as follows:
 The Examiner: 6,500
 The Northern Westchester Examiner: 7,000
 The White Plains Examiner: 6,000
 The Putnam Examiner: 5,500

CALL
display advertising
914-864-0878
...you'll be glad you did!



Advertising Specifications

PUBLICATION TRIM SIZE 10.75" x 13":

Standard ad size units: (width x height in inches)

Full Page (Vertical)	9.75" x 11.82"
1/2 Page (Horizontal)	9.75" x 5.8"
1/4 Page (Vertical)	4.7813" x 5.8"
1/8 Page (Horizontal)	4.7813" x 2.8"
1/16 Pages (Vertical)	2.2969" x 2.8"
Banner Ad	9.75" x 2"

DIGITAL AD SPECIFICATIONS:




Ads: Submit as high-res PDF files or JPEG files, at 300 DPI.

Color Ads: Save color images in CMYK format. No matched Pantone colors.

Proofs: Please supply a color proof for all four color ads, or a laser print for black-and-white ads.

If no proof is provided, the printer will print color according to SWOP color densities.

Name of Business: _____
 Address: _____
 Contact Person: _____
 Phone Number: _____ Fax: _____
 Size of Ad: _____ Color or B&W: _____ Email: _____
 Running Dates: _____ Number of Weeks: _____
 Cost Per Week: _____ Total Cost: _____ Signature: _____

Credit Card # _____ Exp. date: ___/___/___ Card type:   
 Name on card: _____

Please note that ad space must be reserved by Friday at 5 p.m. to run in the following Tuesday's paper. Checks should be made payable to Examiner Media LLC and sent to PO Box 611, Mt. Kisco, NY 10549. Advertisers will be mailed an invoice upon ad approval. To submit your own ad according to our specs, or provide material for an Examiner designer to create an ad for you, e-mail: advertising@theexaminernews.com.
 To discuss advertising with an Examiner advertising representative, call 914-864-0878.

General rate policy: Orders are accepted subject to change in rates upon notice from the publisher. **Contingencies:** Publisher is not liable for delays in delivery and/or nondelivery in the event of Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of publisher affecting production of delivery in any manner. **Publisher's copy protective clause:** Advertisers and advertising agencies assume complete liability for all content (including text, representation, and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom made against the publisher. Publisher reserves the right to reject any advertising.
Liability for payment: Publisher right to hold advertiser and/or agency jointly and severally liable payment due to publisher.