

MICHIGAN CHRONICLE

479 Ledyard Street • Detroit Michigan 48201-2687

STANDARD AD SIZES & RATES

(Rates apply to Local Open Rate)

FULL PAGE- 6 columns wide X 21 inches deep (11 7/16 x 21)

TOTAL of 126 Inches **Cost:** \$5,506.20 (black & white)
 \$5,930.66 (black plus one color)
 \$6,255.90 (two colors & black)
 \$6,564.60 (three colors & black)

1/2 PAGE VERTICAL- 6 columns wide X 10.5 inches deep (11 7/17 x 10.5)

TOTAL of 63 inches **Cost:** \$2,753.10 (black & white)
 \$3,177.57 (black plus one color)
 \$3,502.80 (two colors & black)
 \$3,811.50 (three colors & black)

1/2 PAGE HORIZONTAL- 3 columns wide X 21 inches deep (5 3/4 x 21)

TOTAL of 63 inches **Cost:** \$2,753.10 (black & white)
 \$3,177.57 (black plus one color)
 \$3,502.80 (two colors & black)
 \$3,811.50 (three colors & black)

QUARTER PAGE- 3 columns wide X 10.5 inches deep (5 3/4 x 10.5)

TOTAL of 31.5 inches **Cost:** \$1,376.55 (black & white)
 \$1,801.01 (black plus one color)
 \$2,126.25 (two colors & black)
 \$2,435.01 (three colors & black)

Display Mechanical Requirements

Space is sold by the column inch

Number of Columns Per Page	6
Standard Column Width	1.833"
Total Print Area:	Broadsheet 11.625" x 21"
Line Screen:	65-85
Digital Graphic, Camera Ready PDFs & Photo Formats	TIFF, JPEG, EPS Macintosh Platform: Adobe Indesign, Photoshop and Illustrator, text copy

Color Breaks

Specify CMYK (additional charge)