

DISCOVER Central Illinois

2012 ADVERTISING RATE CARD AND MEDIA GUIDE

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This free annual magazine for tourists and visitors features articles and photos on communities, attractions, festivals, events and sites across Central Illinois.



Distributed throughout Illinois in Tourism Information Centers, Visitor Centers in each town featured and Participating Businesses.

Plan now to be part of this growing and popular publication! Discover Central Illinois features full color throughout and is printed on glossy paper.

Send advertising materials, insertion orders, event calendars and correspondence to:

Rankin Publishing

204 E. Main, P.O. Box 130, Arcola, IL 61910
1-800-598-8083 • 217-268-4959
FAX: 217-268-4815
Email: drankin@consolidated.net

ADVERTISING RATES

	B&W	2 color	4 color
Back Cover	n.a.	n.a.	\$3,000
Page	\$1,364	\$1,500	\$2,500
1/2 Page	\$675	\$775	\$1,500
1/3 Page	\$500	\$600	\$850
1/4 Page	\$380	\$480	\$650
1/6 Page	\$265	\$365	\$450
1/8 Page	\$200	\$300	\$350
1/16 Page	\$120	\$170	\$225

AD SIZES & REQUIREMENTS

Page.....	7 1/2"	x	10"
1/2 Page Vertical.....	3 5/8"	x	10"
1/2 Page Horizontal.....	7 1/2"	x	5"
1/2 Page Island.....	4 7/8"	x	7 1/2"
1/3 Page Vertical.....	3 5/8"	x	6 5/8"
1/4 Page Vertical.....	3 5/8"	x	5"
1/4 Page Horizontal.....	7 1/2"	x	2 1/2"
1/6 Page.....	3 5/8"	x	3 3/8"
1/6 Page Horizontal.....	7 1/2"	x	1 1/2"
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1/16 Page Vertical.....	1 3/4"	x	2"

Printed web offset; 2 columns per page.

Advertising material is preferred on CD or by email and in the following formats: High Resolution PDF (Prefer PDF/X-1a compliant) or a TIFF, JPEG, EPS, or QuarkXPress (with only Postscript fonts & CMYK artwork).

Files are preferred in Quark 6.0 or below, Illustrator or Photoshop. Illustrator and Freehand files should have fonts converted to outlines and be saved as an EPS file. For other specific information, call 1-800-598-8083.

All files must be labeled clearly as to company and content, i.e.: companyname.ad.logo (this is extremely important when sending more than one item on file).

Rankin Publishing, Inc. is also happy to offer customers the services of our in-house graphic arts department. Publication size: Untrimmed size is 8 3/4" x 11 1/4" Trim size is 8 1/2" x 11" Page live area is 7" x 10" For assistance, please contact advertising staff.