



NOTE SIZE
3" X 3"

Actual size shown.

PRICES INCLUDE

- Printing, application and distribution
- Standard paper color
Yellow or white.
- Standard ink colors
Black, Blue #300, Brown #168,
Burgundy #215, Green #347,
Teal #320, Purple #527, Red #185.

The Columbus
Dispatch
dispatch.com

FRONT PAGE
Post-it® Note Ads

Call your
Account Executive Today!

2006
POST-IT
RATES

ART INSTRUCTIONS

• **Digital-ready ad submission:**
Acrobat PDF files are the preferred method of advertising submission. All digital-ready advertising created on a Window/PC must be converted to PDF files. Macintosh digital-ready ads should be converted to PDF (for Macintosh native file options call number listed below). We currently accept PDF files produced with Acrobat Distiller 3.02 or greater with Distiller 4.0 and 5.0 preferred. For submission through *The Dispatch* upload site, PrintAds.dispatch.com, first contact Electronic Services at 614-469-6169.

• **Ads created by The Dispatch:**
Acceptable ad elements include: Hard copy text, photo prints and high quality printed material. Acceptable digital ad elements include: TIFF, JPEG (high or better), BMP, EPS (all text converted to paths), and TXT (raw text for ad copy).

To add Post-It® Notes to your advertising plan contact your account executive or call:

RETAIL | 614.461.5500
NATIONAL | 614.461.5193
CLASSIFIED | 614.461.5523

The Columbus
Dispatch
dispatch.com



EFFECTIVE JANUARY 1, 2006

RATES (COST PER THOUSAND NET)

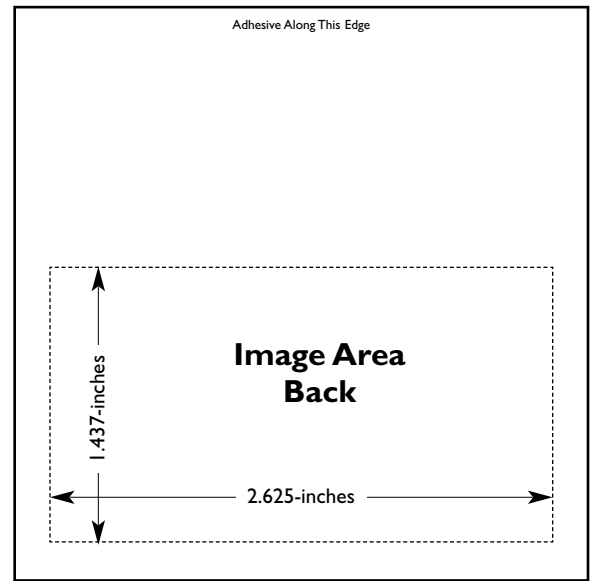
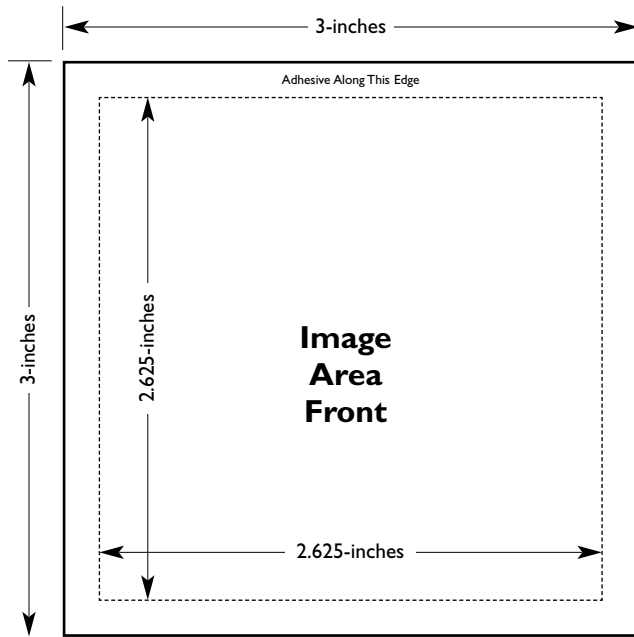
QUANTITY	1-COLOR	2-COLOR	3-COLOR	4-COLOR spot	4-COLOR process
12,500-24,999	\$150	\$200	\$250	\$275	\$300
25,000-49,999	\$85	\$95	\$130	\$135	\$139
50,000-99,999	\$80	\$85	\$100	\$130	\$134
100,000-199,999	\$75	\$80	\$90	\$100	\$104
200,000-299,999	\$70	\$75	\$85	\$90	\$94
300,000+	\$60	\$70	\$80	\$85	\$89

Rates based on total number of colors. Black counts as one color.

Reservations and materials due 30 days in advance of publication date.

See back for complete specifications.





Actual size shown.

MECHANICAL REQUIREMENTS

Overall Post-it® Note Size: 3-inches wide x 3-inches deep

Image Area: Front 2.625-inches wide x 2.625-inches deep

Image Area: Back 2.625-inches wide x 1.437-inches deep

Back side available at an additional charge (one or two colors)

CONDITIONS FOR PUBLICATION

1. Selected run dates are guaranteed for full-run advertisers on a first-come, first-served basis. Part-run advertisers are guaranteed to run within the week selected. Larger runs will have preference over smaller runs.
2. In the event of major breaking news, Post-it® Notes may be inserted on another day. The publisher reserves the right to revise or reject in whole or in part any advertisement in *The Columbus Dispatch*.
3. PMS colors other than the standard colors are available at an additional charge of \$100 per color. Exact color match cannot be guaranteed.
4. Prices subject to change with 30 days' notice.
5. Artwork guidelines and templates are available. Ask your Account Executive.
6. All orders considered firm and cannot be cancelled except on written authorization from *The Columbus Dispatch*. A cancellation fee of \$200 plus any accrued charges (artwork, proofs, materials, etc.) will be charged to the customer.
7. When orders are printed to customer's specifications, the purchaser agrees to assume any liability resulting from actions or demands brought against supplier for copyright infringement.
8. Minimum order: 12,500 Post-it® Notes.
9. This order is governed by all terms and conditions outlined in *The Columbus Dispatch's* current Advertising rate card.