

**Circulation
85,000 copies**

34TH ANNUAL SOUVENIR EDITION 2010 ADVERTISING RATES

COVERS

Inside frontSOLD OUT
 Inside backSOLD OUT
 BackSOLD OUT

PREMIUM PLACEMENT

Two-page spread\$6,995
 First nine pages\$3,295
 Parade section\$3,295

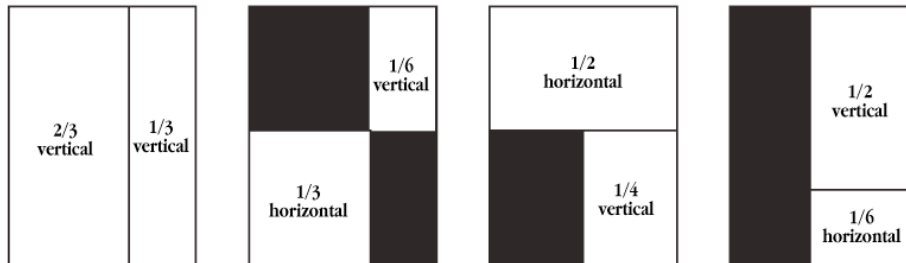
COLOR

Full page\$2,995
 2/3\$2,495
 1/2\$1,995
 1/3\$1,495
 1/4\$1,250
 1/6\$ 750

SIZES / DIMENSIONS

Full page bleed size8 3/8"w X 11 1/8"d
 (Magazine will trim to 8 1/8"w X 10 7/8"d)
 Full page (non-bleed)7 1/8"w X 10"d
 2/3 page vertical4 1/2"w X 10"d
 1/2 page vertical4 1/2"w X 7 7/16"d
 1/2 page horizontal6 7/8"w X 4 7/8"d

1/3 page vertical2 5/16"w X 10"d
 1/3 page horizontal4 1/2"w X 4 7/8"d
 1/4 page vertical3 3/8"w X 4 7/8"d
 1/6 page vertical2 1/4"w X 4 7/8"d
 1/6 page horizontal4 1/2"w X 2 5/16"d



MECHANICAL REQUIREMENTS

Ad Format: Provide ads in Press Quality PDF format only with all fonts embedded. *Arthur Hardy's Mardi Gras Guide* is web-printed in four-color process at a line screen of 133 DPI. Photos and artwork must be in CMYK and have a resolution of no less than 300 DPI for sharp reproduction.

Dimensions: Check your ad dimensions carefully using the Size/Dimensions table above. It is often incorrectly assumed that the *Mardi Gras Guide* is letter size. It is not, and full page ads created on a letter size document will not fit properly. Keep type boundaries at least 1/4" from page trim.

Computer Disks: Ads may be submitted on CD-ROM or 100 - 250 mg Zip. Provide a laser or inkjet proof with your disk. Ads 10mg or less in size can be sent by email to davidart50@gmail.com. Arthur Hardy Enterprises is not responsible for errors on advertiser-supplied files.

TERMS

Rates are Net.
 Rates are for space only.
 New accounts pay cash in advance.

DEADLINES

Space reservation: November 16, 2009
 Ad materials due: November 27, 2009
 Publication date: December 22, 2009
 Mardi Gras: February 16, 2010



Contracts and material will be received by

Arthur Hardy Enterprises, Inc.

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www.mardigrasguide.com