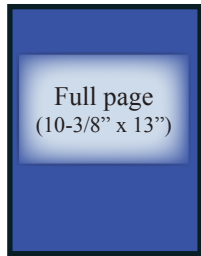
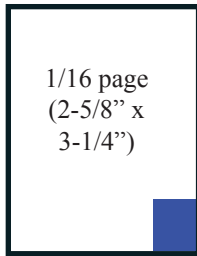


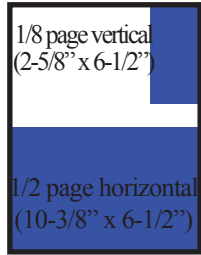
# Ad Sizes and Shapes



Full page  
(10-3/8" x 13")

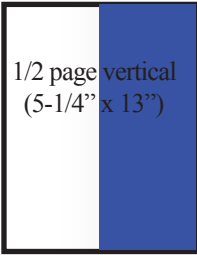


1/16 page  
(2-5/8" x  
3-1/4")

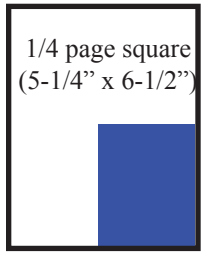


1/8 page vertical  
(2-5/8" x 6-1/2")

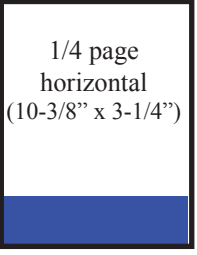
1/2 page horizontal  
(10-3/8" x 6-1/2")



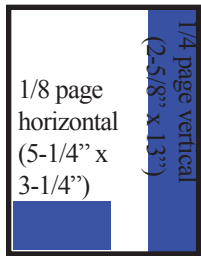
1/2 page vertical  
(5-1/4" x 13")



1/4 page square  
(5-1/4" x 6-1/2")



1/4 page horizontal  
(10-3/8" x 3-1/4")



1/8 page horizontal  
(5-1/4" x  
3-1/4")

1/4 page vertical  
(2-5/8" x 13")

Ad size	Width	x	Height
Full page	10-3/8"	x	13"
1/2 page V	5-1/4"	x	13"
H	10-3/8"	x	6-1/2"
1/4 page SQ	5-1/4"	x	6-1/2"
V	2-5/8"	x	13"
H	10-3/8"	x	3-1/4"
1/8 page V	2-5/8"	x	6-1/2"
H	5-1/4"	x	3-1/4"
1/16 page	2-5/8"	x	3-1/4"
Inside cover	10-3/8"	x	13"
Back cover	10-3/8"	x	13"

Reaching more than 10,000 readers. Delivered to more than 100 free distribution points in Bedford area including Bedford, Bedford Heights and Walton Hills, and mailed directly to subscribers

Bi-weekly publication covering local stories and feature articles

4 cols. per page, some 5-col. pages available

Ask about custom ad sizes

Preferred formats:

PDF, TIFF, JPEG

## The Bedford Standard

P.O. Box 31244 Independence, Ohio 44131  
216.410.4062 • matt@thebedfordstandard.com  
www.thebedfordstandard.com



# The Bedford Standard

Rates effective Jan. 1, 2012 through Dec. 31, 2012.  
Rates may be raised at any time with a 30-day notice. Minimum ad size is 2 column inches.  
GROSS rates for advertising agencies. Commissionable.

Ad size	24 times	12-23 times	6-11 times	1-5 times
Full page	\$ 339	\$ 380	\$ 414	\$ 484
1/2 page	\$ 256	\$ 281	\$ 313	\$ 348
1/4 page	\$ 177	\$ 202	\$ 234	\$ 269
1/8 page	\$ 123	\$ 149	\$ 181	\$ 215
1/16 page	\$ 97	\$ 125	\$ 149	\$ 172
Inside cover	\$ 476	\$ 501	\$ 533	\$ 580
Back cover - color	\$ 529	\$ 583	\$ 634	\$ 678
Full Color	\$ 50	\$ 75	\$ 100	\$ 125

### Guaranteed position

When available, there is a 10% placement charge on top of open rates. Special placement cannot always be accommodated for color ads.

### Ad & proof deadlines

Display space, disks, e-mail, and camera ready ads are due Thursday at 5 p.m., 1-week prior to publication.

### Policies

Guaranteed position is not available except for some year-round, long-term commitments. Placement may be requested, but not guaranteed. Liability for incorrectly printed or omitted advertising extends only to the cost of the advertising space. Advertisers cancelling placement after deadline are liable for payment in full for the space reserved. If an advertiser does not furnish TBS with a new advertisement or advertisement copy on or before the closing date for a given publication, TBS is authorized to repeat the last advertisement run.

### Web Advertising

www.thebedfordstandard.com

More than 3,000 hits monthly.

**Banner** (468 x 60): \$55 per month

**Skyscraper** (120 x 600): \$85 per month

### 2012 Publication Dates

January 5	July 5
January 19	July 19
February 2	August 9
February 16	August 23
March 8	September 6
March 22	September 20
April 5	October 4
April 19	October 18
May 3	November 1
May 17	November 15
June 7	December 6
June 21	December 20