## The Best of Times

Serving "those of us 50+" living in northwest Louisiana since 1993

A publication of TBT Multimedia, LLC (EIN: 20-0674063) P.O. Box 19510 Shreveport, LA 71149-0510 (318) 636-5510 � (318) 525-0655/fax Gary.Calligas@gmail.com www.TheBestOfTimesNews.com

Monthly issue **net ad rates** are based upon **full process COLOR** ad space insertion agreement term of 1, 3, 6, or 12 months.

Ad Size - COLOR (width x depth/inches)	1x	<b>3x</b> (per month	<b>6x</b> ) (per month) (	<b>12x</b> (per month)
<b>Twelfth</b> (2.4 x 2.25) <b>Sixth</b> Horizontal (5 x 2.25) Vertical (2.4 x 4.75)	\$100 \$200	\$95 \$190	\$90 \$180	\$85 \$170
Quarter Horizontal (7.5 x 2.3) Vertical (3.6 x 4.75)	\$400	\$380	\$360	\$340
Third Horizontal (7.5 x 3.1) Vertical (2.4 x 9.75) Block (5 x 4.75)	\$475	\$455	\$435	\$415
Half Horizontal (7.5 x 4.75) Vertical (3.67 x 9.75)	\$700 )	\$675	\$650	\$625
Two-Thirds Horizontal (7.5 x 6.5) Vertical (5 x 9.75)	\$900	\$875	\$850	\$825
Three-Fourths Block (7.5 x 7.5)	\$925	\$900	\$875	\$850
Full Page (7.5 x 9.75) Back Cover (bleed included)	\$1000 \$1500	\$975 \$1450	\$950 \$1400	\$925 \$1325

Rates for ads in Silver Pages, Radio Hour ad spots, website ads or for insertion of preprinted items are available upon request.







Proud recipient of 15 journalism & design awards in 2008.

Ad	Sizes



• Add 10% for bleeds. Bleeds available for full page ads only. Page stitched & trimmed to 8.25 by 10.75 inches. Add 0.25 inches to all sides.

• Add 10% for specific page placement (i.e. – specific request for inside front cover, inside back cover, or for placement on a specific page).

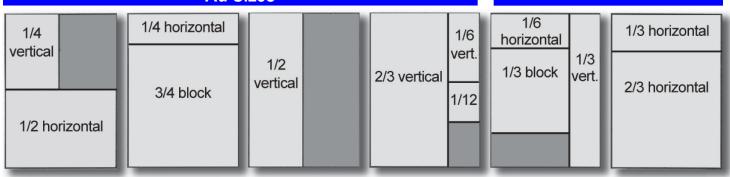
Ad design by the graphics personnel of TBT Multimedia, LLC is available at **NO CHARGE** to our advertisers.

Designed ads can be submitted by the advertiser or ad agency in PDF, TIFF, or EPS format. Ads must open in Adobe Photoshop. For best results, 300 dpi.

Ad deadline is the 15<sup>th</sup> of the month for the following month's issue. Email ads to Editor.Calligas@gmail.com or upload to our FTP website. (If uploading, call 636-5510 for instructions.)

Monthly issue distribution by Parish\*: Caddo Parish - 14,373 Bossier Parish - 3,535 Webster Parish - 1,043 Miscellaneous - 1,049 Total - 20,000 \*Per CVC audit 6/1/08

Each issue is also available for viewing and downloading at www.TheBestOfTimesNews.com



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