

**Circulation
60,000 Copies**

41ST ANNUAL SOUVENIR EDITION 2017 ADVERTISING RATES

COVERS

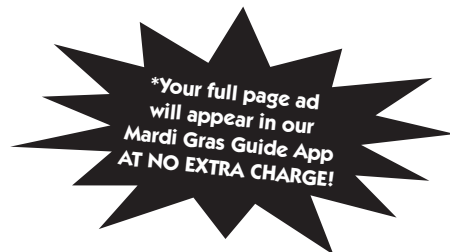
| | |
|--------------------|---------|
| Inside front | \$4,995 |
| Inside back | \$5,495 |
| Back | \$5,995 |

PREMIUM PLACEMENT

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

COLOR

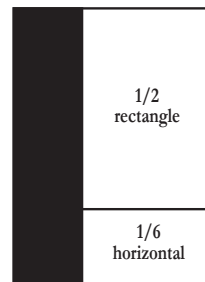
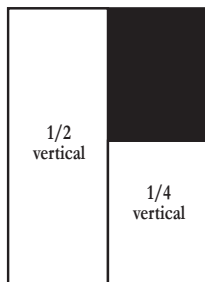
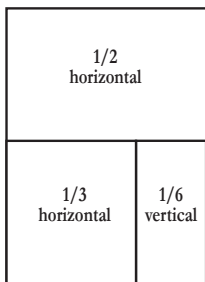
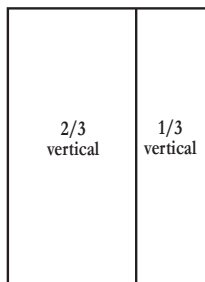
| | |
|-----------------|---------|
| Full page | \$2,995 |
| 2/3 | \$2,495 |
| 1/2 | \$1,995 |
| 1/3 | \$1,495 |
| 1/4 | \$1,250 |
| 1/6 | \$ 750 |



SIZES / DIMENSIONS

| | |
|--|----------------------|
| Full page bleed size | 8 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 vertical | 4 1/2" w X 10" d |
| 1/2 page rectangle | 4 1/2" w X 7 7/16" d |
| 1/2 page horizontal | 6 7/8" w X 4 7/8" d |

| | |
|---------------------------|----------------------|
| 1/2 page vertical | 3 3/8" w X 10" d |
| 1/3 page vertical | 2 5/16" w X 10" d |
| 1/3 page horizontal | 4 1/2" w X 4 7/8" d |
| 1/4 page vertical | 3 3/8" w X 4 7/8" d |
| 1/6 page vertical | 2 1/4" w X 4 7/8" d |
| 1/6 page horizontal | 4 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.** Keep type boundaries at least 1/4" from page trim.

Computer Disks: Ads may be submitted by email or on CD. 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.

DEADLINES

Space reservation: November 25, 2016
Ad materials due: December 2, 2016
Publication date: December 26, 2016
Mardi Gras: February 28, 2017



Contracts and material will be received by

Arthur Hardy Enterprises, LLC

230 Devon Drive, Mandeville, LA 70448, 504-913-1563, mardihardy@gmail.com

www.mardigrasguide.com