

**Circulation
60,000 Copies**

**42ND ANNUAL SOUVENIR EDITION
2018 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

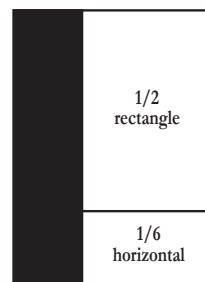
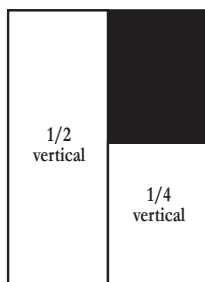
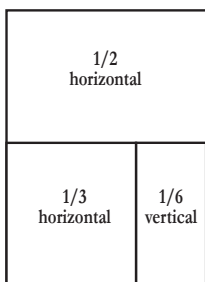
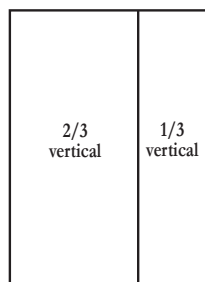
Full page	\$2,995
2/3	\$2,495
1/2	\$1,995
1/3	\$1,495
1/4	\$1,250
1/6	\$ 750



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 27, 2017
Ad materials due: December 4, 2017
Publication date: December 26, 2017
Mardi Gras: February 13, 2018



Contracts and material will be received by

Arthur Hardy Enterprises, LLC

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www.mardigrasguide.com