

Package Media, Inc.

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Description:

FSI distributed through a national newspaper network. These are the newspapers of choice for their readers. Focus is on Family/Parenting, Seniors and Culture and Arts. 74% audited, Independent research reports 85% read cover-to-cover.

Distribution:

National with circulation growing rapidly each month.

Circulation: 2,000,000

Audited: Yes

Special Issues:

To be announced

Specifications:

Publication Size: 6.9375" x 10.75"

Material Delivery Date: February 16, 2007

Rate Cards:

General	Full Page	2/3 Page	1/2 Page	1/3 Page	2-Page Spread
4C Rates	\$49,000	\$39,200	\$31,850	\$21,250	\$98,000

Covers	Cover 1	Cover 4
4C Rates	\$61,250	\$61,250
Cover Sizes	6.375" x 9.125"	6.375" x 10.375"

Ad Sizes	Width x Depth
Two-Page Spread	13.375" x 10.375"
Bleed Page	No Bleed
Full Page	6.375" x 10.375"
1/2 Page Horizontal	6.375" x 5.125"

Issue	Order Date	Materials Date
23-Mar-07	19-Jan-07	16-Feb-07
20-May-07	20-Mar-07	16-Apr-07
25-Jun-07	23-Apr-07	21-May-07
22-Aug-07	20-Jun-07	18-Jul-07
10-Oct-07	8-Aug-07	5-Sep-07
8-Nov-07	6-Sep-07	4-Oct-07
10-Dec-07	8-Oct-07	5-Nov-07

Media Sales Management

141 East 33rd Street - Suite 2D, New York, NY 10016

Phone: 212.532-2128 Fax: 212.532.5498

Email: info@packagemedia.com Website: <http://packagemedia.com>

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Printing Process: 4-color process

Terms: Agency commission of 15% paid to recognized agencies and brokers. Delinquency of payments over 30 days will result in forfeiture of commissions. No commission on mechanical/production services. Cancellations not accepted after closing dates.

Material Requirements: Screen ruling: 133 or 150 lines

Resolution: 200 pixels per inch or above

Maximum Density not to exceed 280%

Supported Applications: Photoshop, Illustrator, Quark Express, InDesign, Freehand, Acrobat PDF
Mac or PC Based

Please include all fonts used in your ad, or convert fonts to outlines.

Supported Media: Zip, 1.44mb 3.5" disks, CD

File Formats: TIFF, Jpg and PDF

Platform: We use Windows computers.

Screens Proofs Other: We will provide a hard color proof or a PDF proof

Bleed And Live Matter: No bleed.

Send Materials to: Customer Service, Package Media, Inc. 141 East 33rd Street - Suite 2D,
New York, NY 10016

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