

# Advertising Rates for 2010

## *Independent Cable NEWS*

The Only Publication Dedicated to Independent Cable Operators

### Display Advertising Rates

Size	1x	3x	6x	12x
2 Page Spread	4,950	4,380	3,720	3,235
Full Page	3,230	2,700	2,350	1,870
2/3 Page	2,230	1,910	1,620	1,390
1/2 Page Island	1,980	1,720	1,450	1,250
1/2 Page	1,750	1,520	1,290	990
1/3 Page	1,220	1,100	930	770
1/4 Page	910	840	720	590
1/6 Page	630	600	550	440

### Premium Positions

12x

Inside Front Cover (Includes 4-Color)	3,290
Inside Back Cover (Includes 4-Color)	3,160
Outside Back Cover (Includes 4-Color)	3,290
Center 2-Page Spread (Includes 4-Color)	5,580
Other Guaranteed Positions (12x only) Add 10% to Rate	

### Advertising Copy Specifications

Size	Width	Height
Full Page	7-1/4	10
2/3 Page	4-3/4	9-3/4
1/2 vertical	3-1/2	9-3/4
1/2 horizontal	7-1/4	4-3/4
1/2 island	4-3/4	7-1/4
1/3 vertical	2-1/4	9-3/4
1/3 square	4-3/4	4-3/4
1/4 page	3-1/2	4-3/4
1/6 page	2-1/4	4-3/4
Bleed Page – Bleed Size	8-5/8	11-1/8
Bleed Page – Trim Size	8-3/8	10-7/8
Bleed Page – Live Area	7-7/8	10-3/8

### Business Directory Ad Rates

Size	3x	6x	12x
<b>Business Card</b> (3.5" wide x 2" high)	270	250	195
<b>Jumbo Business Card</b> (3.5" wide x 4-3/8" high)	485	445	355

### Color Rates

4-Color Process	.695
Second Color — Display	.230
Second Color — Business Directory Ad	.95
4-Color — Business Directory Ad	.195

### Inserts

Loose inserts available to display advertisers.  
Prices quoted upon request.

### Ad Copy Formats

**Preferred format is PDF.** Also accept: Adobe Photoshop (.psd), Adobe Illustrator (.ai), TIFF (.tif), Bitmap (.bmp), PICT (.pic), PCX (.pcx), JPEG (.jpg), EPS (.eps), and GIF (.gif). Preferred resolution is 300 dpi.

Email files to [icn@searlepup.com](mailto:icn@searlepup.com)

Send via secure FTP link at

[www.sendthisfile.com/f.jsp?id=EhbwmvheRDla35kuHSmlMEx9](http://www.sendthisfile.com/f.jsp?id=EhbwmvheRDla35kuHSmlMEx9)

### Web Button Ads

3 month minimum run, payable in advance.

Non-Print Advertiser (PER MONTH)	\$200
Print Advertiser (PER MONTH)	\$125
6x Advertiser (PER MONTH)	\$95
12x Advertiser (PER MONTH)	\$60

**Button dimensions** .....160 pixels x 160 pixels

### Closing Dates

Published monthly. Order deadline is 10th of preceding month; with Copy required by 15th.