

# THE DAILY **Observer** "Let There Be Light"

## ADVERTISING **GUIDE**



Display Ads	W & H	Black & White	Black + 1	Full Colour
Centre Spread	16 x 9.75	\$2,499.00	\$3,349.00	\$4,140.00
Full Page	7.5 x 9.75	\$1,099.00	\$1,499.00	\$1,899.00
Mini Page	5.6 x 7.25	\$799.00	\$999.00	\$1,399.00
Half Page (V)	3.7 x 9.75	\$599.00	\$799.00	\$999.00
Half Page (H)	7.5 x 4.875	\$599.00	\$799.00	\$999.00
Quarter Page Standard	3.7 x 4.875	\$399.00	\$499.00	\$599.00
Quarter Page Strip (H)	7.5 x 2.4	\$399.00	\$499.00	\$599.00
Quarter Page Strip (V)	1.8 x 9.75	\$399.00	\$499.00	\$599.00
Eight (V)	1.8 x 4.875	\$199.00	\$249.00	\$399.00
Eight (H)	3.7 x 2.4	\$199.00	\$249.00	\$399.00
Probate Display (H)	3.65 x 3.25	\$249.00	\$299.00	\$429.00
Probate Display (V) Legal	1.8 x 6	\$249.00	\$299.00	\$429.00
Sixteen Standard	1.8 x 2.4	\$99.00	\$149.00	\$279.00

Personal Classified	3.7 x 0.5	\$44.85	\$74.75	n/a
Enhanced Classified (S)	3.7 x 0.5	\$80.50	\$115.00	\$143.75
Enhanced Classified (L)	3.7 x 1	\$149.50	\$184.00	\$230.00

### FLYERS

Matte	11 x 17	0.45 cents*
	8.5 x 11	0.30 cents
Glossy	8.5 x 5.5	0.22 cents
	11 x 17	0.75 cents*
	8.5 x 11	0.45 cents

**\*Folded flyers – additional 0.15 cents per copy (per insertion)**  
**BOOKLETS: Prices on request**

### PREMIUM CHARGES

Preferred placement on page or preferred page selection  
 20% surcharge

• All rates listed are inclusive of ABST

• Rates listed in EC dollars

• Conversion rate to US dollars is 2.65

### DEADLINES

**Classifieds** - 1 pm (1 business day prior to publication)

**Display Ads** - To be formatted: 1 pm, 48 hrs. before publication (1 business day prior to publication)  
 Electronic format or camera ready: 1 pm, 24 hrs. before publication (1 business day prior to publication)

- Files should be saved at 300 dpi, acceptable formats include JPG, PDF, TIFF, EPS, or Quark Express 7.0 (Mac version only)
- Black text in color ads must be solid black (K) and not full color black (CMYK)
- Email ads to adverts@antiguaobserver.com
- All supporting scans and fonts must be supplied
- A hard copy/printout MUST accompany all electronic files or fax a copy to (268) 480-1757

All advertisements MUST be accompanied by FULL PAYMENT. VISA, MasterCard or AmEx accepted. Overseas payments by money order or bank draft MUST be drawn on a bank in Antigua & Barbuda. ABST included in the rates. Add 4% service fee for credit card purchases and must allow time to clear. All money transfer fees are the responsibility of the client.