

Advertising Rates and Information

Mission

The *Directory of the New Urbanism* is the ultimate new urbanist guide. Laid out in meticulous, cross-referenced detail, the *Directory* quickly and easily brings to light the people, projects, and products you've been searching for.

Description

8.5" x 11" with a two column listing layout. B x W and full color ads.

Deadlines & Discounts to Reserve

Space 10-10-07/ 10% off, 11-10-07 5% off
12-15-07 Final Deadline

Ad Rates (as outlined at right)

Mechanical Requirements

New Urban News Publications accepts ads on disk and via email in the following formats: hi-res PDF, TIFF, or JPEG (regardless of format, image resolution should be at least 300dpi). Hard copy printout of ad should be included.

Order Form

Please complete order form and send to:

Directory Advertising
New Urban News Publications Inc.
PO Box 6515
Ithaca, NY 14851

Based on an 8.5 x 11 inch book with two columns; B x W and full color ads from 1/4 page to full page.



Back Cover
8.5"W x 11"H
\$5000.00



Inside Covers
Front & Back
8.5"W x 11"H
\$2995.00



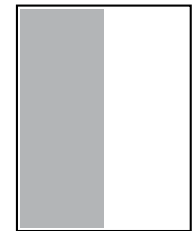
Tabs (one side)
Full \$2250
Half \$1390
Third \$1125



Two Page Spread
17"W x 11"H
\$3295.00



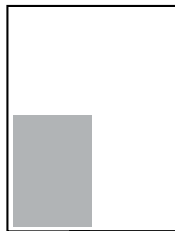
Full Page
8.5"W x 11"H
\$1445.00



Half Page (vertical)
3.5"W x 9.5"H
\$775.00



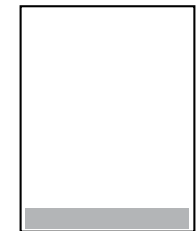
Half Page
7.25"W x 4.75"H
\$775.00



Quarter Page
3.5"W x 4.5"H
\$465.00



Eighth Page
3.5"W x 2.5"H
\$265.00



Banner
(Full: bottom of page)
7.25"W x 1"H
\$365.00

Covers, tabs and two page spread are all full color.
Listed prices for full, 1/2 and 1/4 pages are for B x W.
For full color ads add \$100 for 1/4, \$200 for 1/2, \$400 for full.
All full-page ads include bleeds.

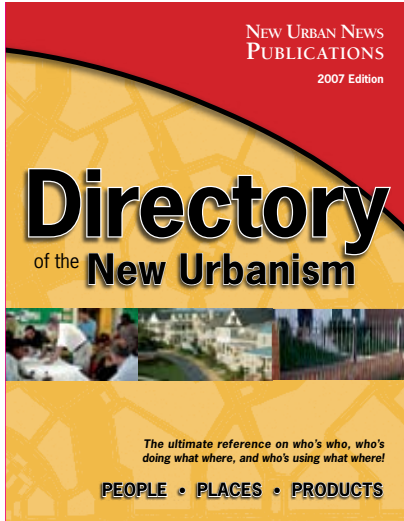
All of the above sizes include a reference alongside your Directory listing: (please see our ad on page xx.)

New Urban News Publications reserves the right to decline to run any ad in the Directory.

Contact Rob Steuteville
for additional information:
rob@newurbannews.com

New Urban Publications Inc.
PO Box 6515
Ithaca, NY 14851
607/275-3087
607/272-2685 (fax)
www.newurbannews.com

Advertising Order Form



Payment Information

- Visa MasterCard Discover
 Check Bill Me

Card Number

_____/_____
Expiration Date:

Security Code

(last three digits on back, in signature area)

Billing Address, if different from Contact:

New Urban News Publications reserves the right to decline to run any ad in the Directory.

Please complete order form and send to:

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New Urban Publications Inc.
PO Box 6515
Ithaca, NY 14851

Contact Information

Date: _____
 Advertiser: _____
 Contact: _____
 Address: _____

 Email: _____
 Phone: _____
 Fax: _____
 2nd Contact: _____
 Address: _____

 Email: _____
 Phone: _____

Size and Type

- Back Cover (4c)
 Inside Front Cover (4c)
 Inside Back Cover (4c)
 Tabs Full, 1/2, 1/3 circle size
- Two Page Spread Half Page (horiz.)
 Full Page Quarter Page
 Half Page (vert.) Full Banner (bottom)
- B&W
 Color
- } please call or email to check availability:
 607/275-3087 or
 ads@newurbannews.com

Format (regardless of format, image resolution should be at least 300dpi)*

- PDF file with embedded fonts *Hard copy printout of ad should be included.
 JPEG or TIFF

Comments and Special Instructions

Authorization

Signature of advertiser