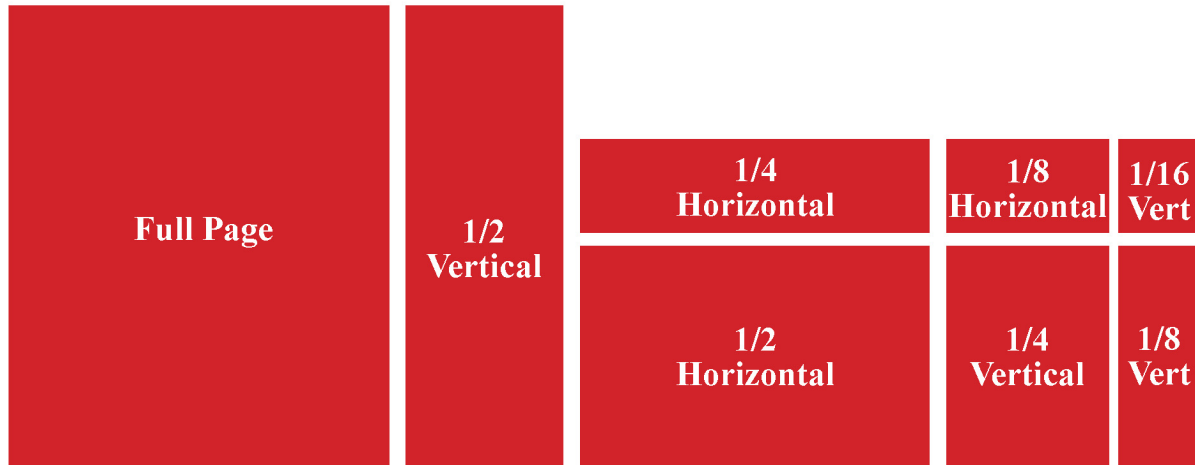


# CANVAS

Delaware & Hudson

## Specs & Sizes



Size	Width	Height
Full Page	9.5	11"
1/2 Horizontal	9.5	5.5"
1/2 Vertical	4.7	11"
1/4 Horizontal	9.5	2.75
1/4 Vertical	4.7	5.5
1/8 Horizontal	4.7	2.75
1/8 Vertical	2.25	5.5
1/16 Vertical	2.25	2.75

**Advertising Material Specs:**  
 File formats must be PDF / TIFF / JPG.  
 Resolution 300 dpi photo files.  
 Files must be CMYK or grayscale.  
 Photoshop files must be flattened.

**Production Rates:**

We offer ad design for a flat rate of \$15. Minor changes can be made at no charge. Major changes may incur an additional \$15 charge.

**Deadlines:**

To reserve space for advertising: 15th of the month prior.  
 Camera-ready advertising submission: 20th of the month prior.  
 Ads to be built by CANVAS: All materials must be in by 17th of the month prior.

**Business Directory Listing:**

For \$100 a year, you can list your business name (in **bold**), address, phone number & website.

**Sample Listing:**

<p><b>Floral Garden</b>  <i>Fresh flowers for all occasions</i>          112 Market St., Bloomingburg          www.johndoeflowers.com          845-123-4567</p>
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**For more information, email  
 editor@dhcanvas.com**



# Canvas Rates

## Advertising Rates

## Frequency Discounts

	1x	3x	6x	12x
Black & White 1/16 page \$30 (For full color, add \$10)	<i>Pre-pay for a total of 5 months and get 6th month free. (\$150, 1 month free)</i>			
Black & White 1/8 page \$60 (For full color, add \$15)	\$60	\$55	\$50	\$45
Black & White 1/4 page \$120 (For full color, add \$25)	\$120	\$110	\$100	\$90
Black & White 1/2 page \$240 (For full color, add \$50)	\$240	\$220	\$200	\$180
Black & White Full page \$480 (For full color, add \$50)	\$480	\$440	\$400	\$360
Back Cover (in full color) \$680	\$680	\$640	\$600	\$560

## Optional Monthly Frequency Discount Payment Plan

	1	2	3	4	5	6	7	8	9	10	11	12
1/8 page	\$60	\$60	\$45	\$55	\$55	\$25	\$50	\$50	\$50	\$50	\$40	—
1/4 page	\$120	\$120	\$90	\$110	\$110	\$50	\$100	\$100	\$100	\$100	\$80	—
1/2 page	\$240	\$240	\$180	\$220	\$220	\$100	\$200	\$200	\$200	\$200	\$160	—
Full page	\$480	\$480	\$360	\$440	\$440	\$200	\$400	\$400	\$400	\$400	\$320	—