

Chronicle Magazines Advertising Rate Sheet

Adirondack
Family

The Chronicle's
Summer Dining
magazine

LAKE GEORGE-ADIRONDACK
Visitors Guide

Ratecard effective as of May 15, 2011

Black & White Ads — Ads are in size modules that range from 1/9th page to full-page...

Full-Page \$825

7" wide, 9.875" deep

For ads with bleeds:

Page size is

8" wide, 10.875" deep;

bleed size is .25"

Live area is as stated above

Size 'A'

Half-Page \$460

7" wide, 4.8333" deep

Size 'B'

OR

3.4167" wide,
9.875" deep

Size 'J'

Quarter- Page \$275

3.4167" wide, 4.8333" deep

Size 'C'

4/9ths \$410

4.6111" wide,
6.5" deep

Size 'F'

3/9ths \$320

2.2222" wide,
9.875" deep

**Size
'H'**

2/9ths \$225

4.6111" wide,
3.167" deep or
2.222" wide,
6.5" deep or

**Size
'E'**

Size 'G'

1/9th \$125

2.2222" wide, 3.1667" deep

**Size
'D'**

Full-Color — Add \$375. Special availabilities below...

**Inside
Front
Cover
\$1,250**

**Inside
Back
Cover
\$1,250**

**"Double
Truck"**
(if available)

**2-page
Center
spread
\$2,250**

**Back
Cover
\$1,450**

Last updated: 12/4/13

Chronicle magazines: Reach for the Quality!
Phone (518) 792-1126 • e-mail ads@loneoak.com

