



The EAST LAKE SUN

Advertisement Mechanical Specifications

Circulation: 1500 (over 1300 homes in the East Lake neighborhood plus surrounding businesses).

Printing Process: One color (black), offset printed on white 24# bond.

Acceptable file formats—digital files (preferred): Press-ready Adobe PDF. All fonts should be embedded and all images should be grey scale at 300 dpi resolution. Other acceptable formats are grey scale EPS (with fonts converted and include all linked images) or grey scale TIFF. Any digital advertisement files submitted that do not meet the above specifications will be subject to a \$35 set-up fee*. All digital ad files under 5 megabytes can be emailed to eastlakesuneditor@eastlake.org. If submitting a file with dependent links please Stuff or ZIP together all file elements. For files larger than 5 MB please email eastlakesuneditor@eastlake.org to arrange for delivery.

Acceptable file formats—hard copy: For best results, submit all hard copies for ads as a high resolution (1200 dpi or better) black and white laser print. All ads submitted as hard copies will incur a \$35 set-up fee*. Please e-mail the East Lake Sun editor at eastlakesuneditor@eastlake.org to arrange for delivery of materials.

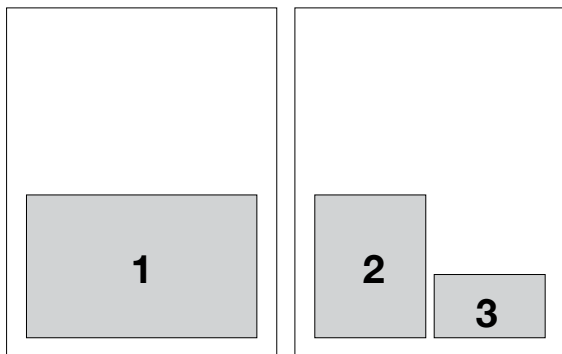
Payment: We only accept checks made out to **ELNCA**. Please mail payment to ELNCA, PO BOX 170058 Atlanta GA 30317. Payment must be received by the “*Last day to submit ad materials*” date listed below.

Black & White Advertisement Rates

Advertisement Type	Dimensions	Rate
1. Half Page	7-1/4" wide x 4-1/2" tall	\$115.00
2. Quarter Page	3-1/2" wide x 4-1/2" tall	\$65.00
3. Business Card	3-1/2" wide x 2" tall	\$40.00

Color Advertisement Rates PGA Edition ONLY

Advertisement Type	Dimensions	Rate
1. Half Page	7-1/4" wide x 4-1/2" tall	TBD
2. Quarter Page	3-1/2" wide x 4-1/2" tall	TBD
3. Business Card	3-1/2" wide x 2" tall	TBD



2006 East Lake Sun Production Schedule

Spring Issue	<i>Last day to place an order:</i> February 10	<i>Last day to submit ad materials:</i> February 17	<i>Issue Release Date:</i> March 3
Summer Issue	<i>Last day to place an order:</i> April 28	<i>Last day to submit ad materials:</i> May 5	<i>Issue Release Date:</i> May 26
Fall Issue	<i>Last day to place an order:</i> July 28	<i>Last day to submit ad materials:</i> August 4	<i>Issue Release Date:</i> August 25
PGA Edition	<i>Last day to place an order:</i> Sept. 22	<i>Last day to submit ad materials:</i> Sept. 29	<i>Issue Release Date:</i> Oct. 20
Winter Issue	<i>Last day to place an order:</i> Oct. 27	<i>Last day to submit ad materials:</i> Nov. 3	<i>Issue Release Date:</i> Nov. 10

*Set-up fees are only charged for initial ad set-up. If an ad order is placed again in a following issue and no alterations are required, no set-up fee will be charged.