

THE ARMENIAN MIRROR-SPECTATOR

Established 1932

755 Mount Auburn Street • Watertown, MA 02472

560 Sylvan Ave., Englewood Cliffs, NJ 07632

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•ADVERTISING RATES•

Approximate circulation: 3,000

Deadline: Mondays at noon

Insertion Rate

Quarter page:	\$120
Half page:	\$230
Full page (Inside, 1 color),	\$500
Full page (Inside, 2 colors),	\$600
Full page (Outside, 1 color),	\$600
Full page (Outside, 2 colors),	\$680

Column Widths

1 column	2.5"
2 column	5.0"
3 columns	7.5"
4 columns	10"

Total Height of Page: 15 inches

Discounts

4 insertions	10% off
5 insertions	20% off
10 or more insertions	40% off

No discounts given for 3 insertions or less

Note: All discount rates apply only for

Repeated insertions WITHOUT ANY CHANGES

Calendar Events

\$6 per line

Minimum charge per event: \$24

Electronic Files

Photos and graphic files can be e-mailed or sent on a disc in JPG or TIFF formats only. No PDF files please.

HEIGHT Inches	COLUMNS			
	1	2	3	4
1	\$7	\$14	\$21	\$28
2	\$14	\$28	\$42	\$56
3	\$21	\$42	\$63	\$84
4	\$28	\$56	\$84	\$112
5	\$35	\$70	\$120	\$140
6	\$42	\$84	\$126	\$168
7	\$49	\$96	\$145	\$194
8	\$56	\$112	\$168	\$224
9	\$63	\$126	\$189	\$252
10	\$70	\$140	\$230	\$280
11	\$77	\$154	\$231	\$308
12	\$84	\$168	\$252	\$336
13	\$91	\$182	\$273	\$364
14	\$98	\$196	\$294	\$392
15	\$105	\$210	\$315	\$500

Off-Size Copy Submitted

Copy, which does not fit the space ordered, will be enlarged or reduced photographically.

Errors

The Armenian Mirror-Spectator's liability will not exceed the cost of the advertisement. In no case will the Armenian Mirror-Spectator be liable for consequential damages of any advertising error, or for losses resulting from goods sold at a price published in error.