



## Flagstaff Live's Brand Spanking New Rates

*The Following Rates are oh so special and are effective through December 31, 2011*

*We know times are tight. So, we are bringing down our advertising rates and reminding you that Flagstaff Live is not only the go-to place for all things arts and entertainment for Flagstaff, we also are the affordable choice. We distribute 8,300 copies and have more than 17,000 readers according to our recent studies. We are your exclusive, local guide to arts and entertainment. We love this town, and we want to help let the town know how great your business is!*

## Here's What We Have to Offer

### Flag Live Rate Scale:

Adsize	OPEN	5-13 X	26X	52X
Full page	\$543	\$475	\$400	\$350
1/2 page	\$295	\$284	\$273	\$249
1/3 page	\$208	\$200	\$193	\$176
1/4 page	\$164	\$158	\$152	\$139
1/6 page	\$116	\$112	\$108	\$99
1/8 page	\$92	\$88	\$85	\$78
1/12 page	\$65	\$63	\$60	\$56
1/16 page	\$52	\$50	\$48	\$44

### Flag Live Color Rate Scale:

Full Color:	OPEN	5-13 X	26X	52X
	\$150	\$100	\$80	\$60

### Available Color:

**\$30**

Ads 1/8 pg or less can qualify for the above rate\*  
\*Ads will be grouped with other color ads and subject to layout availability

### New Contract Specials:

#### 26X

For every 3 consecutive weeks, you get 4th week 35% OFF or FREE Color on every 4th ad  
Results: 6 ads get 35% off or Free Color (annually)

#### 5-13X

For every 3 consecutive weeks, you get 4th week 25% OFF or FREE color on every 4th ad

### FRONT PAGE PLACEMENT ADS

Front Page Special ad (includes color). This ad goes on the front cover of *Flagstaff Live*, no joke. It's an 1/8 page equivalent that's beachfront property in the magazine. No other ad will see as much attention as the one on the front. (Contract required)

OPEN	26X	52X
\$375	\$357	\$319



**TABLE OF CONTENTS TILE ADS**

We will have color title ads (eight of them fit in a tall quarter-page ad) that will run next to our table of contents. This will allow you to refer to your ad and featured specials. We'll even have the page number of your ad.  
 \$40 charge on top of the price of your ad.

**GUARANTEED POSITION**

Want that coveted back cover or the first page of the publication? It's 10 percent of the cost of the ad and offered on a first-come, first-serve basis.

**NON-PROFITS**

Non-profits can run as few or as many ads at the 26x rate. If a nonprofit signs a contract on the 52x rate, it's a 15 percent discount.

**DESIGN AND PRODUCTION**

Need some help to create your ad? How about some creative ideas to draw attention to your ad? This is what we're good at. All prices include complimentary design services by our creative team.

**PAYMENT OPTIONS**

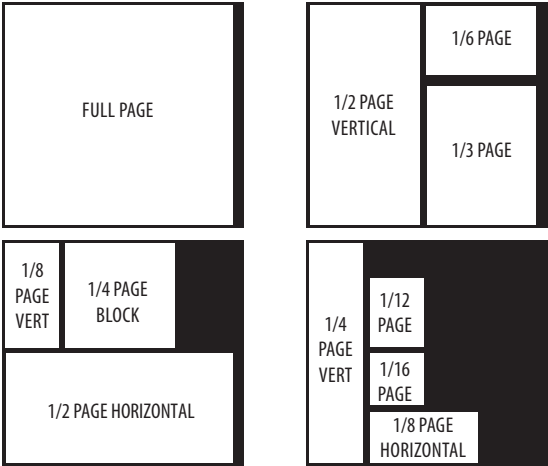
VISA, MASTERCARD, AMERICAN EXPRESS, DISCOVER, CHECKS and CASH are all acceptable. If we approve your application for credit, we'll give you 30 days to pay for it.

**DEADLINES**

All ads are due Friday by 5 p.m. for the following week's issue. Have any changes? We can make small changes of advertising up through 5 p.m. Monday before the issue goes out.

**MECHANICAL SPECS**

1/16	2.479" x 2.364"
1/12V	2.479" x 3.192"
1/6	5.069" x 3.189"
1/8V	2.479" x 4.839"
1/8B	5.069" x 2.365"
1/4V	2.479" x 9.789"
1/4B	5.069" x 4.839"
1/3B	5.069" x 6.489"
1/2V	5.069" x 9.789"
1/2H	10.250" x 4.839"
1/16	2.479" x 2.364"
Full	10.25" x 9.789"



*Call Us at (928) 556-2287* or contact your representative.