

# All Scale Rails

## Retail advertising rate sheet and sizes

All rates are quoted at net prices and based on the advertiser supplying press-ready files. Prices are shown for color ads.

		<b>X1</b>	<b>X3</b>	<b>X6</b>
<b>Size H</b>	<b>Full Page</b>	\$514.00	\$257.00	\$128.00
<b>Size G</b>	<b>1/2 Page Horizontal</b>	\$334.00	\$167.00	\$83.00
<b>Size F</b>	<b>1/2 Page Vertical</b>	\$334.00	\$167.00	\$83.00
<b>Size E</b>	<b>1/4 Page Horizontal</b>	\$198.00	\$99.00	\$49.00
<b>Size D</b>	<b>1/4 Page Vertical</b>	\$198.00	\$99.00	\$49.00
<b>Size C</b>	<b>1/5 Page Square</b>	\$77.00	\$38.00	\$19.00
<b>Size B</b>	<b>1/6 Page Vertical</b>	\$70.00	\$35.00	\$17.00
<b>Size A</b>	<b>1/8 Page Horizontal</b>	\$39.00	\$20.00	\$12.00

## Non-Profit Advertising

Any non-profit showing us proof (copy of 501 form) will get 50% off pricing. We will require a copy of their 501 form for our records.

This discount does not apply to the building of ads prices.

*All Scale Rails*, is a subsidiary of Shiny Script, LLC.

### Shiny Script, LLC

All Scale Rails

N1510 State Road 32

Oostburg WI 53070

Ads@allscalerails.com

1-920-668-6802

<b>Ad Build Rates</b>	
<b>Full Page</b>	\$75
<b>1/2 Page Horizontal</b>	\$45
<b>1/2 Page Vertical</b>	\$45
<b>1/4 Page Horizontal</b>	\$35
<b>1/4 Page Vertical</b>	\$35
<b>1/5 Page Square</b>	\$30
<b>1/6 Page Vertical</b>	\$25
<b>1/8 Page Horizontal</b>	\$20

### **FILE FORMATS**

Acceptable file formats include TIFF, TIF, JPEG & JPG.

### **SUBMITTING FILES**

We accept electronic ad files mailed to us on disc (CD-ROM) or by email. You must also supply a hardcopy printout of your ad, either emailed or mailed to our address.

### **Photos & Images**

We prefer digital photos. You will need a camera that can produce high quality JPEG format images when sized to 300DPI (dots per inch) by 8 inches wide or 2400 pixels minimum or larger. The next best capture setting is the highest-quality JPEG or TIFF. Digital photos should be sent on a CD, DVD, flash drive or emailed.

### **Publisher's Discretion**

Please understand the publisher reserves the right to reject or cancel any advertising which is not in keeping with publication standards. Advertisers and their advertising agencies will assume liability for all contents including text, representation and illustrations of advertising printed and also assume responsibility for any claims arising there from against the publisher. The publisher reserves the right to place the word "advertisement" with any ad which, in the publisher's opinion, resembles editorial matter. All advertising insertion orders and contracts are subject to approval of the publisher.

## **Ad Size E**

### **1/4 Page Horizontal**

W x H @ 300DPI

4.75" x 3.657" Inches

1425 x 1097 Pixels

## Ad Size A

### 1/8 Page Horizontal

W x H @ 300DPI

3.625" x 2.313" Inches

1088 x 694 Pixels

## Ad Size B

### 1/6 Page Horizontal

W x H @ 300DPI

4.75" x 2.313" Inches

1425 x 694 Pixels

## Ad Size G

### 1/2 Page Horizontal

W x H @ 300DPI

7.5" x 4.875" Inches

2250 x 1463 Pixels

## Ad Size F

### 1/2 Page Vertical

W x H @ 300DPI

3.625" x 10" Inches

1088 x 3000 Pixels

## Ad Size C

### 1/5 Page Square

W x H @ 300DPI

3.625" x 3.531" Inches

1088 x 1059 Pixels

## Ad Size D

### 1/4 Page Vertical

W x H @ 300DPI

3.625" x 4.875" Inches

1088 x 1463 Pixels

# Ad Size H

## Full Page

W x H @ 300DPI

7.5" x 10" Inches

2250 x 3000 Pixels