

# MIDTOWN

Guide to Culture, Cuisine and Commerce

For more information: call 770-992-7808 or e-mail - [clint.smith@earthlink.net](mailto:clint.smith@earthlink.net)

## Advertising Rates (all rates are for four color ads)

Run of Book	<u>1X</u>	<u>3X</u>	<u>6X</u>	Premiums	<u>3X</u>	<u>6X</u>
Full	1600	1400	1200	Cover 2	1800	1600
1/2	1000	850	700	Cover 3	1600	1400
1/4	625	525	425	Cover 4	2100	1900
				Page 1 - 3	1600	1400

## Circulation

**We publish 30,000 copies per issue.** The magazine is distributed to Midtown residents, employees, businesses and cultural venues. For more information contact: [publisher@nwpublications.com](mailto:publisher@nwpublications.com)

## Advertising Deadlines

<u>Issue</u>	<u>Ad Space Res.</u>	<u>Ad Material</u>
Dec/Jan	11/1/07	11/10/07
Feb/Mar	1/5/08	1/12/08
Apr/May	2/16/08	3/5/08
Jun/Jul	4/20/08	5/4/08
Aug/Sep	6/22/08	7/6/08
Oct/ Nov	8/16/08	9/5/08

## Advertising Dimensions

Full Page Bleed	5 5/8 X 8 5/8"
Full Page Live	4 7/8 X 7 7/8"
1/2 Page Vertical	2 1/8 X 7 7/8"
1/2 Page Horizontal	4 7/8 X 3 7/8"
1/4 Page	2 1/8 X 3 7/8"

## Advertising Material

Hi-res pdf files are preferred. Most other digital files are acceptable. Contact [publisher@nwpublications.com](mailto:publisher@nwpublications.com) with any questions.

## Shipping Instructions

Send all advertising material to: New World Communications  
2305 Macy Dr.  
Roswell, GA 30076