

# THE ARMENIAN Mirror-Spectator

Established 1932

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## ADVERTISING RATES

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Approximate circulation: 2,000

**Deadline: Mondays at noon**

### Insertion Rates

Quarter page: (5 x 7.5") \$135

Quarter page color: (5 x 7.5") \$155

Half page b&w: (7.5 x 10"), (10 x 7.5")

\$250

Half page color: (7.5 x 10"), (10 x 7.5")

\$320

Full page color: (15 x 10") \$650

Full page b&w: (15 x 10") \$600

### Popular sizes:

2" x 5" \$30 (business card size)

3" x 5" \$40

4" x 5" \$60

5" x 5" \$70

6" x 5" \$85

Please note: ads need to be within

Multiples of 2.5 inches.

### Calendar of Events

Free of charge

### Discounts

3 insertions 5% off

4 insertions 10% off

5 insertions 20% off

7-9 insertions 30% off

10 + insertions 40% off

**Note:** Discount rates apply toward repeated insertions without any changes in size.

### Electronic Files

Photos and graphic files can be e-mailed in JPG, TIFF and PDF formats.

### Off-Size Copy

Copy that 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 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.