

MECHANICAL REQUIREMENTS

- Page width: 5 columns Page depth: 14"
 - Full Page (5 cols. X 14") = 70 col. inches per page
 - Black & White or Color photos acceptable
 - Negatives shall be to size, right hand reading with the emulsions side down.
 - 85 - 100 line screen negatives preferred
 - Camera Ready: Macintosh; PageMaker, Illustrator, Photoshop.
- Please include all graphics, photos, and fonts. We can access floppy disk, Zip disks, and CD or e-mail us at editorIT@aol.com.

Column Sizes

- 1 Column Width: 1-15/16"
- 2 Column Width: 4-1/16"
- 3 Column Width: 6-3/16"
- 4 Column Width: 8-1/4"
- 5 Column Width: 10-3/8"

ADVERTISING SIZES & RATES

Rates per Column Inch

- 1 - 10 Column Inches = 12.00
- 11 - 20 Column Inches = 10.50
- 21 - 30 Column Inches = 9.50
- 31 - 40 Column Inches = 8.50
- 41 - 50 Column Inches = 7.50
- Over 50 Column Inches = 7.00

Photo Charge = \$5 per photo

Business Card Advertising

- \$25.00 per insertion or
- \$250.00 for 12 issues (1 Year)

Ad Size	1-Time	3-Time	6-Time	12-Time
	Rate	Rate	Rate	Rate
Full Page	\$490.00	\$465.50	\$441.00	\$416.50
Junior Page	\$330.00	\$313.50	\$297.00	\$280.50
Side Bar Page	\$315.00	\$299.25	\$283.50	\$267.75
Half Page	\$297.50	\$282.63	\$267.75	\$252.88
1/3 Page (Vert.)	\$228.00	\$216.60	\$205.20	\$193.80
1/3 Page (Horiz.)	\$228.00	\$216.60	\$205.20	\$193.80
1/4 Page (Vert.)	\$189.00	\$179.55	\$170.10	\$160.65
1/4 Page (Horiz.)	\$183.75	\$174.56	\$165.38	\$156.19
1/8 Page (Vert.)	\$108.00	\$102.60	\$97.20	\$91.80
1/8 Page (Horiz.)	\$108.00	\$102.60	\$97.20	\$91.80
1/16 Page	\$60.00	\$57.00	\$54.00	\$51.00

Color charges: 4-color (full color) - \$200.00 per insertion
Spot (one) Color - \$50.00 per insertion

1/2 PRICE RAINOUTS

In the circumstances of a postponement of an event due to rain, the ad may be run again for 1/2 off the open rate.

SPECIAL CANCELLATION

Cancellations must be received not later than 12:00 noon (CST) on Friday preceding date of publication.

SEND MATERIALS TO:

PHONE: 317-209-0887

FAX: 317-209-0898

E-MAIL: editorIT@aol.com

U.S. MAIL/UPS/FEDEX:

THE INSIDE TRACK
10296 SEMINOLE DR
INDIANAPOLIS IN 46234

