



Nixa HighLiter

Uniting Nixa Merchants with Nixa Shoppers!

2008 Rate & Spec Sheet

402 W. Mt. Vernon #266 - Nixa, Missouri 65714

Phone: 417-224-4839 - eMail: advertise@nixahighliter.com

www.NixaHighLiter.com

2008 Retail Pricing:

Full Page\$995.00
 1/2 Page\$600.00
 1/4 Page\$350.00
 1/8 Page\$225.00
 Front cover add 25%
 Back cover add 15%

Annual contracts and pricing are available.

1/3 Page ad offered only upon request and availability.

1/16 Mini ad offered only upon request and availability.

Advertising Agency Commission 20%

Full Page (no bleed)
w7.5 x h10.0

Full Page (with bleed)
w8.5 x h11.0
with .125" bleed

1/16 Mini
w1.8281 x h2.4531

1/3 Page
w3.7188 x h7.4844

1/4 Page Horizontal
w7.5 x h2.4531

1/4 Page
w3.7188 x h4.9687

1/8 Page
w3.7188 x h2.4531

1/2 Page
w7.5 x h4.9687

Average monthly circulations is just over 13,000 mailboxes!
We direct mail every residence, business and PO Box in the 65714 Nixa area!

1. AD DEADLINES are on the 15th of each month. Contracted ads not submitted in time will be charged for their ad space with a filler ad running in its place. If an alternate advertiser is located then contracted advertiser loses ad space and will not be billed.
2. All ads submitted for publication must be as PDF, EPS, JPG or TIF with fonts embedded, converted to outline or included where applicable.
3. All ads must be saved at no less than 300 DPI in CMYK only. If saved as JPG or PDF maximum quality compression must be used. RGB color, PICT, GIF, PNG and 72 DPI images will not be accepted.
4. Ads saved in native formats such as Publisher, QuarkXPress, InDesign, etc. will not be accepted.
5. Nixa HighLiter will not be responsible for submitted ads that do not follow the above guidelines, and reserves the right to reject any ad.
6. All ads designed by the Nixa HighLiter remain the property of Nixa HighLiter and may be obtained for external use at additional cost.

Ads may be submitted to: ads@nixahighliter.com