

**Circulation  
60,000 copies**

**36TH ANNUAL SOUVENIR EDITION  
2012 ADVERTISING RATES**

**COVERS**

Inside front .....	\$4,995
Inside back .....	\$5,495
Back .....	\$5,995

**PREMIUM PLACEMENT**

Two-page spread .....	\$6,995
First twelve pages .....	\$3,295
Parade section .....	\$3,295

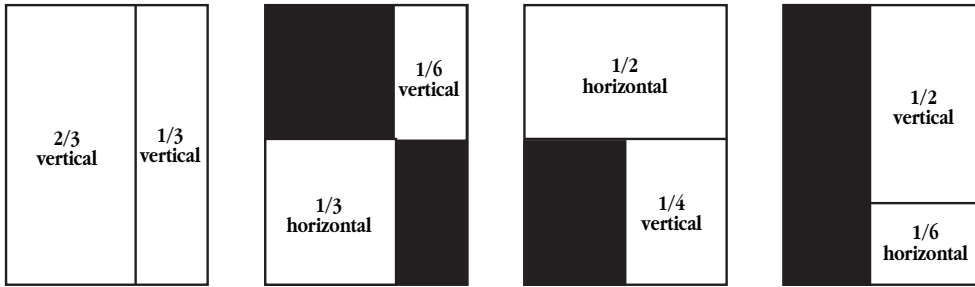
**COLOR**

Full page .....	\$2,995
2/3 .....	\$2,495
1/2 .....	\$1,995
1/3 .....	\$1,495
1/4 .....	\$1,250
1/6 .....	\$ 750

**SIZES / DIMENSIONS**

Full page bleed size .....	8 3/8" w X 11 1/8" d (Magazine will trim to 8 1/8" w X 10 7/8" d)
Full page (non-bleed) .....	7 1/8" w X 10" d
2/3 page vertical .....	4 1/2" w X 10" d
1/2 page vertical .....	4 1/2" w X 7 7/16" d
1/2 page horizontal .....	6 7/8" w X 4 7/8" d

1/3 page vertical .....	2 5/16" w X 10" d
1/3 page horizontal .....	4 1/2" w X 4 7/8" d
1/4 page vertical .....	3 3/8" w X 4 7/8" d
1/6 page vertical .....	2 1/4" w X 4 7/8" d
1/6 page horizontal .....	4 1/2" w X 2 5/16" d



**MECHANICAL REQUIREMENTS**

**Ad Format:** Provide ads in Press Quality PDF format only with all fonts embedded. *Arthur Hardy's Mardi Gras Guide* is web-printed in four-color process at a line screen of 133 DPI. Photos and artwork must be in CMYK and have a resolution of no less than 300 DPI for sharp reproduction.

**Dimensions:** Check your ad dimensions carefully using the Size/Dimensions table above. It is often incorrectly assumed that the *Mardi Gras Guide* is letter size. It is not, and full page ads created on a letter size document will not fit properly. Keep type boundaries at least 1/4" from page trim.

**Computer Disks:** Ads may be submitted by email or on CD. Provide a laser or inkjet proof with your disk. Ads 10mg or less in size can be sent by email to davidart50@gmail.com. Arthur Hardy Enterprises is not responsible for errors on advertiser-supplied files.

**TERMS**

Rates are Net.  
Rates are for space only.  
New accounts pay cash in advance.

**DEADLINES**

Space reservation: December 1, 2011  
Ad materials due: December 8, 2011  
Publication date: December 29, 2011  
Mardi Gras: February 21, 2012



Contracts and material will be received by

**Arthur Hardy Enterprises, Inc.**

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[www.mardigrasguide.com](http://www.mardigrasguide.com)