

### 2008 ADVERTISING RATES: Rate Card No.25

<b>Covers:</b> (Four Color)	<u>1x</u>	<u>3x</u>	<u>6x</u>
Back cover	1,770	1,680	1,505
Inside covers	1,585	1,505	1,350
<b>Four Color:</b>	<u>1x</u>	<u>3x</u>	<u>6x</u>
Full page	1,485	1,410	1,265
1/2 page	885	840	750
1/3 page	675	645	575
1/4 page	495	470	420
1/6 page	340	325	290
<b>Black &amp; White:</b>	<u>1x</u>	<u>3x</u>	<u>6x</u>
Full page	980	935	835
1/2 page	545	520	465
1/3 page	415	395	355
1/4 page	305	290	260
1/6 page	210	200	175
Business card size	105	105	105

#### Contact for east US:

John Byrne, 847/699-6049; john@dirtylinen.com

#### Contact for west US, Canada, and Overseas:

Dave Facinelli, 727/866-9647; dave@dirtylinen.com  
or

Dan Ramage, 847/699-6899; dan@dirtylinen.com

#### Advertising assistant:

Sheri Sandrof, 847/699-6064; sheri@dirtylinen.com

#### Send ad payment to:

Dirty Linen, Rt. 1 Box 75, Salem, WV 26426-9604

phone: 304/782-3024 fax: 304/782-1993

### ADVERTISING POLICIES:

**Frequency rates:** Frequency rates are determined by the number of display insertions appearing within a 12-month period from the date of the first insertion. An advertising schedule of mixed-size ads may be used to earn a frequency discount. Unfulfilled contracts will be short-rated to the applicable frequency rate.

**Payment:** Current advertisers: net 30 days after invoice date. New advertisers must prepay first insertion. Credit card (VISA/MC/AMEX), check (US funds on a US bank), IMO, or PayPal accepted.

**Special positioning:** Preferred positions for 1/3 page or larger will be given when possible at an additional 10% charge of space rate.

**Late fees:** Advertisers must notify *Dirty Linen* of any changes to material before the ad due date. Changes made after that date, or materials that arrive late, will incur a printer-specified fee of \$50 per B&W ad and \$125 per color ad.

**Multiple-issue contracts:** *Dirty Linen* will rerun ads on multiple-issue contracts unless notified of changes by the advertiser before the ad due date.

**Cancellation:** All cancellations must be made in writing and will not be accepted after issue reserve date. Invoices will be issued on unused reserved space.

**Copy acceptance:** All copy subject to publisher's approval. On advertising copy that simulates editorial layout and appearances, publisher reserves the right to identify as "advertisement" by publisher-set type line.

**Specifications:** Ads that do not meet printer standards will incur charges. These charges, along with any production fees, will be passed along to the advertiser.

*Dirty Linen's Advertisement Dimensions & Specifications* are available online at [www.dirtylinen.com](http://www.dirtylinen.com), by e-mail, or by fax.

### 2008 ADVERTISING SCHEDULE:

Issue #:	# 134	# 135	# 136	# 137	# 138	# 139
Cover:	FEB/MAR	APR/MAY	JUN/JUL	AUG/SEP	OCT/NOV	DEC/JAN
Reserve Date:	11/19/07	1/23/08	3/26/08	5/28/08	7/23/08	9/24/08
Ad Due:	11/28/07	1/30/08	4/2/08	6/4/08	7/30/08	10/1/08
Mail Date:	1/4/08	2/29/08	5/2/08	7/3/08	8/29/08	10/31/08
Sale Date:	1/22/08	3/18/08	5/20/08	7/22/08	9/16/08	11/18/08