

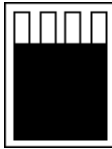
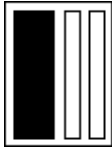
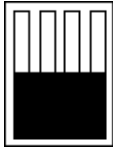
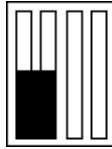
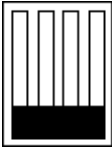
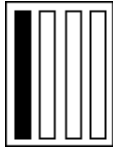
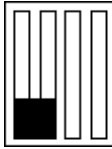
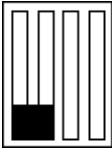
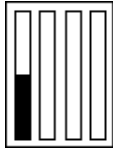
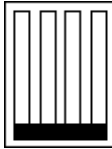
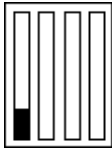
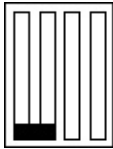
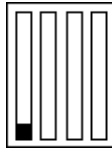
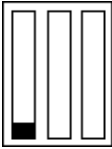

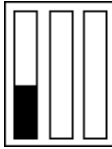


PDF Version Display Advertising Standard Modular Sizes, Open Rates & Discounts

|   |  |   |
|---|--|---|
| <p><b>\$550*</b></p>  <p>Full</p> <p>10"W x 13.75"D</p>                  | <p><b>\$500</b></p>  <p>Three-Qtr.<br/>(Vert.)</p> <p>7.5"W x 13.75"D</p> | <p><b>\$500</b></p>  <p>Three-Qtr.<br/>(Std.)</p> <p>10"W x 10.5"D</p>             |
| <p><b>\$400*</b></p>  <p>Half (Vert.)</p> <p>5"W x 13.75"D</p>           | <p><b>\$400*</b></p>  <p>Half (Std.)</p> <p>10"W x 6.75"D</p>             | <p><b>\$250</b></p>  <p>Qtr. (Std.)</p> <p>5"W x 6.75"D</p>                        |
| <p><b>\$250</b></p>  <p>Qtr. (Hor.)</p> <p>10"W x 3.25"D</p>             | <p><b>\$250</b></p>  <p>Qtr. (Vert.)</p> <p>2.25"W x 13.75"D</p>          | <p><b>\$200</b></p>  <p>Square</p> <p>5"W x 5"D</p>                                |
| <p><b>\$150</b></p>  <p>Eighth (Std.)</p> <p>5"W x 3.25"D</p>          | <p><b>\$150</b></p>  <p>Eighth (Vert.)</p> <p>2.25"W x 6.75"D</p>       | <p><b>\$150</b></p>  <p>Eighth (Hor.)</p> <p>10"W x 1.75"D</p>                   |
| <p><b>\$100</b></p>  <p>Economy<br/>(Vert.)</p> <p>2.25"W x 3.25"D</p> | <p><b>\$100</b></p>  <p>Economy<br/>(Hor.)</p> <p>5"W x 1.75"D</p>      | <p><b>\$50</b></p>  <p>Super<br/>Economy</p> <p>2.25"W x 2.25"D</p>              |
| <p><b>\$40</b></p>  <p>Service Dir.</p> <p>3.25"W x 1.75"D</p>         | <p><b>\$60</b></p>  <p>Service Dir.<br/>(Vert.)</p> <p>3.25"W x 4"D</p> | <p><b>\$75</b></p>  <p>Service Dir.<br/>(Extra Vert.)</p> <p>3.25"W x 6.25"D</p> |

Insertion orders and ad files to be emailed to:  
[advertising@intowner.com](mailto:advertising@intowner.com).

**Other Charges**

\* Full and Half page premium placements (inside front cover, p.3, centerfold) can be reserved @ 50 and \$25, respectively, on a space available basis.

Full color available at no charge if incorporated in submitted PDF.

Ask about other configurations and rates which can be provided for maximum flexibility to meet special requirements for size and budget.

**Discounts**

All rates shown are Gross Rates (15%/commissionable to bona-fide advertising agencies), and are subject to discounts (or frequency as follows:

- 5% for 3 months
- 10% (or 6 months
- 15% for 9 months
- 20% for a full year.

Churches, neighborhood-based non-profit organizations, and civic associations receive an additional 5% discount.

**Internet**

Advertisers who maintain websites will also have those sites linked directly from their ads published in the PDF as well as from the Visit Our Advertisers page at no additional charge. In addition, classified ads published in the PDF also appear in the Classifieds page, linked from the home page; same for the text of Service Directory ads.

**Ad File Preparation – Acceptable Formats for PDF**

Files can be prepared in any of several different formats; however, PDF files are most preferred, while TIFs and JPEGs are acceptable so long as at 300 dpi and 100% of actual size. (Note: do not submit files created in Publisher or Corel.). If the files submitted are to include processed color, note that the color model required is RGB (red, green, blue).

[Eff., 7/1/10. Rates subject to change without notice.]