

2011 Golden Gazette Advertising Rates

(Effective September 1, 2011.)

Ad Size (width & height)	1X Rate 100%	Multiple Discounts (Cost/Issue)		
		3X 5%	6X 10%	12X 15%
Full Page 7" x 9.5"	\$1272	\$1208 3,627	\$1145 6,870	\$1081 12,984
Half Page 7" x 4.75"	\$636	\$605 1,815	\$572 3,432	\$541 6,492
One-Fourth Page 3.5" x 4.75"	\$317	\$301 903	\$286 1,716	\$270 3,228
One-Eighth Page 3.5" x 2.5"	\$150	\$142 426	\$135 810	\$127 1,524
Business Card 3.5" x 2"	\$96	\$91 273	\$87 522	\$81 972

REQUIREMENTS FOR SUBMITTING ADVERTISEMENTS TO THE GOLDEN GAZETTE

- ◆ **Deadline:** The deadline for ad copy/payment is the first of the month, one month in advance (e.g., the October deadline is September 1). We cannot run your ad if we do not receive your payment on time.
- ◆ **Billing:** **We do not provide monthly bills.**
- ◆ **Payment:** We cannot accept credit cards. Checks are the best way to make payment.
- ◆ **Contracts:** We must have a signed contract before we can run your ad.
- ◆ **Ad Copy/Quality:** All ads must conform to our standard sizes. Electronic transmission is the preferred method of transmitting camera-ready ads. High-resolution PDF, tif or jpg formats are acceptable.
- ◆ **Typesetting:** Very simple typesetting is done free of charge. If the ad copy is complicated, we require camera-ready copy.
- ◆ **Special Placement:** There is an additional \$50 charge/issue for special placement requests for pages 3, 5, & 7.
- ◆ **Line-Screen Requirements:** Line-screen requirements are 85 with 200% resolution.
- ◆ **Advertising Agencies:** We do not give special discounts to advertising agencies.
- ◆ **Contact Information:** Retha Lockhart at **703-324-5479** or Retha.lockhart@fairfaxcounty.gov.