

EL PASO

voice of downtown

416 N. Stanton St. • Suite 300 • El Paso, TX 79901 • Phone 915.351.0605 • Fax 915.577.0581

www.epmediagroup.com

PRINT ADVERTISING RATES

Ad Size	Dimensions	Monthly
full page (bleed)*	9.5 x 12.5	\$600
half page	8 x 5.3125	\$350
quarter page	3.875 x 5.3125	\$275
1/8 of a page	3.625 x 2.285	\$200
inside front / inside back	9.5 x 12.5	\$800
back cover	9.5 x 12.5	\$1000

WEB ADVERTISING RATES

Ad Size	Dimensions	Monthly
rotating ads	7.5 x 4.8125	\$100
url links		free with annual contract

* the first .25 of an inch on each side of these ads is considered the bleed, which will be cut off. Remember to keep your information at least .25 of an inch away from the cut.

PROFILE \$500

Includes a photo shoot by a professional photographer.

ASK ABOUT THE \$200 PACKAGE DEAL

ad design

prepared ad requirements

Preferred Formats

-Macintosh files

Adobe InDesign - version 2.0 or later

-Include all links

-Create outline for All fonts

Adobe Illustrator - version 10.0 or later

-Do not include raster art in the Adobe Illustrator file or
Vector art only

Adobe Photoshop - version 5.5 and later

-Supplied art should be in PSD, TIFF, EPS or PDF format

Additional Formats

-For any other application being used, please save files as
EPS, TIFF, or PDF

Additional Requirements

-Create outlines for ALL fonts

-Edit out extra and unused colors

-All files must be saved in CMYK mode

-All files must be saved at 300 dpi

-All electronic files must be accompanied by color printouts
of actual file, with file name noted on printout

Media Accepted

-CD Rom or ZIP disk

Send all files to:

ads@theelpasoan.com