

# **The Brookville Mirror**

## ***Advertising Policy***

The Brookville Mirror reserves the right to edit, classify or reject any advertisement at any time. Liability of the newspaper for any error in an advertisement shall not exceed the cost of space occupied by the error. The Brookville Mirror is not liable for errors on advertisements submitted by an outside source. If for any reason an advertisement is not published, the publisher assumes no liability for any consequences.

The Brookville Mirror assumes no responsibility or liability for publication of an ad submitted by an advertiser. Any claim arising from the contents of advertising, including but not limited to defamation, misrepresentation, invasion of privacy, unfair competitive or trade practice, copyright, trademark or patent infringement or plagiarism is assumed by the advertiser, and advertising copy and articles are accepted for publication under the express condition that the advertiser will not hold The Brookville mirror responsible for such error and be excused from all claims and liability resulting there from.

## ***Advertising Deadline***

The deadline for submitting advertisements to The Brookville Mirror is the 15th of the month prior to publication. (Example: if you wish for your article to run in the November issue, you must submit the article by October 15.) Articles submitted after the 15th of the month are not guaranteed publication.

## ***Open Local Rate***

**\$5.00** per column inch

## ***Color Rate***

\$135 per advertisement

## ***Display Advertising Dimensions***

1 column = 1.8125"

2 column = 3.875"

3 column = 5.88"

4 column = 7.9375"

5 column = 9.9375"

1/4 page ad = 2c x 6.75"

1/2 page ad = 5c x 5.375"

Full page ad = 5c x 10.875"

## ***Submitted Advertisement Specifications***

All ads being submitted digitally must be in the .pdf format. Color ads must be saved as cmyk (process color) at a resolution of 240. Grayscale ads must be grayscale (not rgb or cmyk) at a resolution of 150. Black and white ads should not be saved as grayscale unless they have a photo or artwork that has

shades of gray. Black and white bitmap ads (ads without photos or screens) should be saved at a resolution of 600 in a .pdf or .eps format.

***Advertisement Submission***

All digitally submitted advertisements are to be emailed to [thebrookvillemirror@gmail.com](mailto:thebrookvillemirror@gmail.com)

***Pre-Print Insertion Rate***

\$165 per insert

***Terms of Payment***

All invoices net, payable 10 days from receipt. Claims for adjustment must be made within 3 days of publication. Billing adjustment claims must be made within 3 days of invoice receipt. Balances 30 days past due are subject to a 1.5% per month service charge.

Payment check or money order must be mailed to The Brookville Mirror, 203 Main St., Brookville, PA 15825