

The Best of Times

Celebrating Age & Maturity

Serving "those of us 50+" living in northwest Louisiana since 1993

A publication of TBT Multimedia, LLC (EIN: 20-0674063)

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Monthly issue **net ad rates** are based upon **full process COLOR** ad space insertion agreement term of 1, 3, 6, or 12 months.

Ad Size - COLOR (width x depth/inches)	1x	3x (per month)	6x (per month)	12x (per month)
Twelfth (2.4 x 2.25)	\$100	\$95	\$90	\$85
Sixth	\$200	\$190	\$180	\$170
Horizontal (5 x 2.25)				
Vertical (2.4 x 4.75)				
Quarter	\$400	\$380	\$360	\$340
Horizontal (7.5 x 2.3)				
Vertical (3.6 x 4.75)				
Third	\$475	\$455	\$435	\$415
Horizontal (7.5 x 3.1)				
Vertical (2.4 x 9.75)				
Block (5 x 4.75)				
Half	\$700	\$675	\$650	\$625
Horizontal (7.5 x 4.75)				
Vertical (3.67 x 9.75)				
Two-Thirds	\$900	\$875	\$850	\$825
Horizontal (7.5 x 6.5)				
Vertical (5 x 9.75)				
Three-Fourths	\$925	\$900	\$875	\$850
Block (7.5 x 7.5)				
Full Page (7.5 x 9.75)	\$1000	\$975	\$950	\$925
Back Cover (bleed included)	\$1500	\$1450	\$1400	\$1325



• **Add 10% for bleeds.** Bleeds available for full page ads only. Page stitched & trimmed to 8.25 by 10.75 inches. Add 0.25 inches to all sides.

• **Add 10% for specific page placement** (i.e. – specific request for inside front cover, inside back cover, or for placement on a specific page).

Ad design by the graphics personnel of TBT Multimedia, LLC is available at **NO CHARGE** to our advertisers.

Designed ads can be submitted by the advertiser or ad agency in PDF, TIFF, or EPS format. Ads must open in Adobe Photoshop. For best results, 300 dpi.

Ad deadline is the 15th of the month for the following month's issue. Email ads to Editor.Calligas@gmail.com or upload to our FTP website. (If uploading, call 636-5510 for instructions.)

Monthly issue distribution by Parish*:

Caddo Parish - 14,373
 Bossier Parish - 3,535
 Webster Parish - 1,043
 Miscellaneous - 1,049
Total - 20,000

*Per CVC audit 6/1/08

Each issue is also available for viewing and downloading at www.TheBestOfTimesNews.com

Rates for ads in Silver Pages, Radio Hour ad spots, website ads or for insertion of preprinted items are available upon request.



Proud recipient of 15 journalism & design awards in 2008.

Ad Sizes

