



## 2010 Advertising Rates

### Art

All rates include **full color** and design services, if needed. Prices are per issue. Accepted electronic formats for ads are JPEG (300 dpi resolution for the correct size) or high-resolution PDF (sized correctly).

### Website

The *Sustainable Times* is also available online ([www.sustainabletimes.net](http://www.sustainabletimes.net)). Advertisers in the print edition will automatically receive the same ad in the web PDF edition, as well as a link to their homepage, at no extra cost.

### Rates

- \* Our rates are straightforward with no gimmicks, no hidden fees and no minimum commitments: We run your ad until you tell us to stop, with no further obligation – it's as simple as that.
- \* The *Sustainable Times* offers both low rates and a target audience of well educated readers dedicated to sustainable communities, healthy lifestyles, a clean environment, local businesses and organic food – to name but these.
- \* We offer total flexibility: You can change the size and content of your ad every month, or from time to time, or not at all – it's up to you. It's your ad, after all, and has to work for you and your business. Oh, and that's at no extra cost, of course.
- \* We reward loyalty: As long as you are an active advertiser, advertising in every issue (AND PAYING YOUR WHOLE BALANCE EVERY MONTH), you have your rate locked in. If you don't advertise in every issue, you can lock in your rate by PREPAYING YOUR WHOLE CONTRACT.

### Deadlines & Distribution

The *Sustainable Times* is published monthly the fourth or last Wednesday of the month and labeled for the following month. For example, the first issue of 2010 is published Wednesday, January 20 and labeled 'February 2010'.

Advertising deadlines are the preceding Friday.

The *Sustainable Times* has a circulation of 12,000 copies and is available at over 350 locations in the Madison area and in the counties of Dane, Iowa, Jefferson, Richland and Sauk.

Size	Rate	Issue	Deadlines	Publishing dates
<b>1 page</b> (9.25"x16.5")	<b>\$960</b>	February 2010:	Fri., Jan. 15	Wed., Jan. 20
		March:	Fri., Feb. 12	Wed., Feb. 17
		April:	Fri., Mar. 26	Wed., Mar. 31
<b>½ page</b> (9.25"x8.25")	<b>\$480</b>	May:	Fri., Apr. 23	Wed., Apr. 28
		June:	Fri., May 21	Wed., May 26
		July:	Fri., Jun. 18	Wed., Jun. 23
<b>¼ page</b> (4.55"x8.25")	<b>\$240</b>	August:	Fri., Jul. 23	Wed., Jul. 28
		September:	Fri., Aug. 20	Wed., Aug. 25
		October:	Fri., Sep. 17	Wed., Sep. 22
<b>1/8 page</b> (4.55"x4.05")	<b>\$120</b>	November:	Fri., Oct. 22	Wed., Oct. 27
		December:	Fri., Nov. 19	Wed., Nov. 24
		January 2011:	Fri., Dec. 17	Wed., Dec. 22
<b>1/16 page</b> (4.55"x2") or (2.45"x4.05")	<b>\$60</b>			

**For more information, please contact George Zens at (608) 516-4464 or e-mail [g.zens@tds.net](mailto:g.zens@tds.net)**