



Spares & Strikes

**ADVERTISING
NATIONAL RATE CARD**

Effective August 1, 2005

ADVERTISING RATE SCHEDULE

PRICES SHOWN ARE FOR BLACK INK ONLY

Number of Columns Wide	Column Width in Inches	Column Depth in Inches	Total Column Inches In Ad	COST OF AD
2	3-5/16"	2	4	27.00
2	3-5/16"	2-1/2	5	34.00
2	3-5/16"	3	6	42.00
2	3-5/16"	4	8	54.00
2	3-5/16"	5	10	68.00
3	5-1/16"	4	12	84.00
3	5-1/16"	5	15	102.00
2	3 5/16"	8	16	108.00
3	5-1/16"	6	18	126.00
3	5-1/16"	8	24	150.00
4	6-13/16"	6	24	150.00
4	6-13/16"	8	32	200.00
4	6-13/16"	11	44	275.00
3	5-1/16"	16	48	279.00
4	6-13/16"	12	48	279.00
6	10-1/4"	8	48	279.00
4	6-13/16"	16	64	372.00
5	8-9/16"	16	80	465.00
6	10-1/4"	16	96	499.00

ADVERTISING RATES AND DISCOUNTS

RATES SHOWN ARE IN EFFECT UNTIL
FURTHER NOTICE

All RATES SHOWN are for a SINGLE
INSERTION...black ink. For multiple
insertions, see multiple discounts below.

Insertion deadline is Noon on the
FRIDAY preceding the WEDNESDAY
PUBLICATION DATE.

All rates are quoted in US funds. All rates are
net rates.

**PAGE PRINT AREA IS
10-1/4" WIDE BY 16" DEEP
6 COLUMNS OF 1-9/16" (9-1/2 PICAS) X 16"**

All advertisements are accepted and
published with the understanding that the
agency and/or advertiser are authorized to
publish the contents and subject matter
thereof. In consideration of Spares & Strikes
acceptance of such advertising, the agency
and advertiser will indemnify and consider
the publisher harmless from any loss or
expense, including attorney's fees. Spares &
Strikes reserves the right to reject any
advertising that does not conform to
standards of the publication.

All agreements are subject to contingencies
beyond the publisher's control.

Not responsible for errors in key numbers
or other type set by the publisher.

MULTIPLE INSERTION DISCOUNTS

DEDUCT 10% FROM THE STANDARD
RATE WHEN YOU ORDER 2 OR MORE
INSERTIONS OF THE SAME AD

SPOT COLOR

SPOT COLOR IS ON A WHEN AVAILABLE BASIS.

Orders specifying SPOT COLOR are accepted with the understanding that, if spot color is not available for the requested issues, the ad will be run in black ink - at the "BLACK ONLY" rate.

FOR SPOT COLOR, WHEN AVAILABLE, ADD \$95.00 TO THE STANDARD BLACK ONLY RATE SHOWN.

MECHANICAL REQUIREMENTS

Page print area is 10-1/4" (62 picas) wide (six 9-1/2 PICA wide column) by 16" column inches deep.

Columns are 9-1/2 PICAS wide with a 1 PICA space between columns.

If submitting camera-ready advertising via email, all ads must be sent as a PDF file attached to the email.

Halftones should be 85 line screen.

Ads requiring an unusually large amount of typesetting and artwork on our part will be billed at cost.

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6 COLUMN OF 1-9/16" (9-1/2 PICAS) X 16"

BOWLING SERVICES DIRECTORY

Advertise in our Bowling Services Directory with a standard 2 column by 2 inch ad for \$22 for one week. Discount rates: \$19.80/wk. for 2-9 wks.; \$17.60/wk. for 10-19 wks.; \$15.40/wk. for 20-29 wks.; \$14/wk for all season. For discount rates the ad copy must remain the same for the period chosen.



THE BEST APPROACH PRO SHOP

DAVE AND MARY GRACE WILLIAMSON

HAUS RESURFACING --- THUMB EXACTACATION

(Located inside Spare Time Bowling Center)
2850 William St., Cheektowaga • 894-6314

Ad sample shown here is smaller than the actual 2 column by 2 inch size (actual size will be 3-5/16" wide x 2" deep).



"Let us help you reach your goal"

TOM GARREN'S

11TH FRAME PRO SHOP

"LAST CHANCE TO IMPROVE YOUR GAME"

Located in the main entrance of Clover Lanes
2752 Monroe Avenue • 461-4997
• We accept MasterCard and Visa •

Ad sample shown here is smaller than the actual 2 column by 2 inch size (actual size will be 3-5/16" wide x 2" deep).

Ask about our
"For Sale"
ads that appear
FREE!

SAMPLE ADVERTISING LAYOUTS

**FULL
PAGE AD**
96 COLUMN
INCHES

**1/2
PAGE AD**
48 COLUMN
INCHES

1/8 PAGE AD
12 COLUMN
INCHES

**1/12
PAGE AD**
8 COLUMN
INCHES

**1/4
PAGE AD**
24
COLUMN
INCHES

**1/6
PAGE
AD**
16
COLUMN
INCHES

**1/3
PAGE
AD**
32
COLUMN
INCHES



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