RATE CARD

DISPLAY ADVERTISING RATES CAMERA READY ARTWORK

FULL PAGE (10"w x 10.72"h) $3,095.00
1/2 PAGE VERTICAL (4.917"w x 10.72"h) $1,523.00
1/2 PAGE HORIZONTAL (10"w x 5.292"h) $1,523.00
1/3 PAGE VERTICAL (3.222"w x 10.72"h) $1,100.00
1/3 PAGE HORIZONTAL (10"w x 3.49"h) $1,100.00
1/4 PAGE (4.917"w x 5.292"h) $750.00
1/5 PAGE (4.917"w x 4.202"h) $595.00

DISTRIBUTION FOR CPM PURPOSES: 155,000
ALL ADS ARE FULL COLOR AT NO ADDITIONAL CHARGE

FREQUENCY RATES CAMERA READY ARTWORK

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Full Page</th>
<th>1/2 Vertical</th>
<th>1/2 Horizontal</th>
<th>1/3 Vertical</th>
<th>1/3 Horizontal</th>
<th>1/4 Page</th>
<th>1/5 Page</th>
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<td>6x</td>
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<td>$935.00</td>
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<td>$505.75</td>
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Mechanical Specifications
Type of Web: Cold Web
Prints at 170 dpi
Prints at 85 lines Screen
10% dot gains
Trimmed Standard Size Page: w 11.375" x h 13.125"

Double Truck: Allow for 1" gutter
Negatives not accepted

Advertising Restrictions
Advertising may be declined or edited at the editor’s discretion. All advertising is subject to current postal regulations concerning such advertising and nonprofit mail distribution. Advertising simulating news may be accepted, but must carry the word “advertisement” at the top of the ad, and must be set in typeface clearly different from the typeface used for the remainder of the publication.

Electronic Specifications
EPS (fonts outlines/embedded/CMYK)
AI (fonts outlines/embedded/CMYK)
TIFF (300dpi / CMYK)
Under 285 color density
Your image area should be 9.875” x 12”

Not Permitted
• Tobacco Products
• Explosives
• Tear Gas & Pepper Spray Weapons
• Political Advertisents
• Abortion Counseling or Services
• Personals
• Adult-Oriented Services
• Any Advertisements with a Sexual Focus
• Pay-Per-Call 900 or Offshore Telephone Services
• Steroids or Like-Banned Substances

Payment Policy / Co-Op Advertising
All advertising payments are due in full upon receipt of invoice. In cases where the cost of advertising is to be shared with a manufacturer, distributor or other private party, the individual or concern placing the advertisement insertion order will be liable for full payment to publisher.

Check payable to: Fresno Unified School District
Payment to be sent to:
Fresno Unified Communications
ATTN: Building Futures
2309 Tulare St.
Fresno, CA 93721

Questions & General Information
Communications Office
Fresno Unified School District
Phone: (559) 457-3733
Email: Communications@fresnounified.org