

Lightning **PRINTING**

PLEASE SELECT AD SIZE DESIRED

Black & White Ad Rates

1 Page \$600.00
 1/2 Page \$300.00
 1/4 Page \$200.00
 1/8 Page \$120.00
 (business card)

Two color (black/red or black/blue - please specify)
 available at \$150.00 additional over B/W ad rates.

Full Color Ad Rates

Back Cover \$1,500.00
 Inside Front/back cover \$1,000.00
 Inside Full Page \$ 800.00

Color Separations \$85.00 per halftone if not provided

Mechanical Requirements:

| | | | |
|-----------|--------|---|--------|
| Full page | 7" | x | 10" |
| 1/2 Page | 7" | x | 4-7/8" |
| 1/4 Page | 7" | x | 2-3/8" |
| | 3-1/4" | x | 4-3/4" |
| 1/8 Page | 2" | x | 3-1/2" |
| | 3-1/2" | x | 2" |

No Bleeds

Half-tones - 133% line screen preferred. Minimum charge \$20.00 if negative required.

PREFERRED MATERIALS:
 Film negatives, right-reading, emulsion side down, or camera ready art work.
 (Note: Production charges additional for typesetting and mechanicals not submitted camera ready.)

RETURN THIS FORM WITH YOUR CHECK MADE PAYABLE TO:
 Lightning Printing
 7175 S.W. 47th Street
 Suite 201
 Miami, Florida 33155

SUB TOTAL FOR AD DESIRED \$ _____
 Please add 6.5% Florida Sales Tax + _____
 GRAND TOTAL \$ _____

RETURN THIS FORM FOR ADVERTISING SPACE RESERVATION

(Attach camera ready art work here - please *do not staple*)

Name _____ Title _____
 Company _____
 Address _____
 City _____ State _____ Zip _____
 Phone: _____ Fax: _____