

On the Town

Publishes:

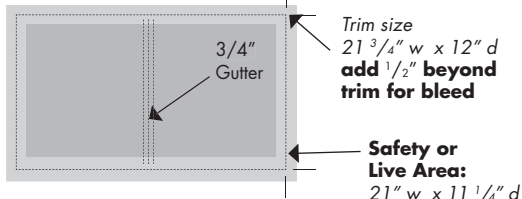
Sunday, November 2, 2008

Advertising Deadline:

Thursday, October 2, 2008

Mechanical Specifications (Glossy Pages)

TWO-PAGE GLOSSY: Space cost based on advertisers' current contract rate plus an additional \$1,945.00 for color.



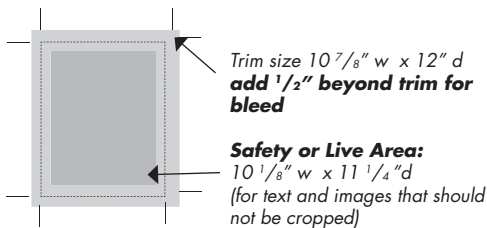
TWO-PAGE BLEED

Trim Size:
21 3/4" wide x 12" deep
(ADD 1/2" on all sides for bleed)

TWO-PAGE NON-BLEED

21" wide x 11 1/4" deep

FULL PAGE GLOSSY: Space cost based on advertisers' current contract rate plus an additional \$1,000.00 for color.



FULL PAGE BLEED

Trim Size: 10 7/8" wide x 12" deep
(ADD 1/2" on all sides for bleed)

FULL PAGE NON-BLEED

10 1/8" wide x 11 1/4" deep

(Non-Glossy Pages)

NON-GLOSSY ADS: Space cost based on advertisers' current contract rate plus an additional \$700.00 for color.

FULL PAGE

10 1/8" wide x 11" deep

HALF PAGE

Horizontal: 10 1/8" wide x 5 1/4" deep
Vertical: 4 15/16" wide x 11" deep

QUARTER PAGE

4 15/16" wide x 5 1/4" deep

SIXTH PAGE

3 1/4" wide x 5 1/4" deep

EIGHTH PAGE

4 15/16" wide x 2 1/2" deep



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The Insider's Guide to the Social Season

Designed to be referred to again and again, this annual tabloid-size section is a sought-after guide to the social season in Palm Beach.

Its focal point is the most comprehensive social calendar published anywhere, a much-heralded "must-read" before planning for any gala, party, opening or event.

Produced by the editorial department, this year's "On the Town: The Insider's Guide to the Social Season" will feature previews of the hottest gala tickets in town, the newest players on the social scene and much more.

On the Town features an attractive glossy cover and publishes in the Palm Beach Daily News. Additional copies will be distributed in select areas throughout Palm Beach County.



To submit your ads online logon to pbniads.com