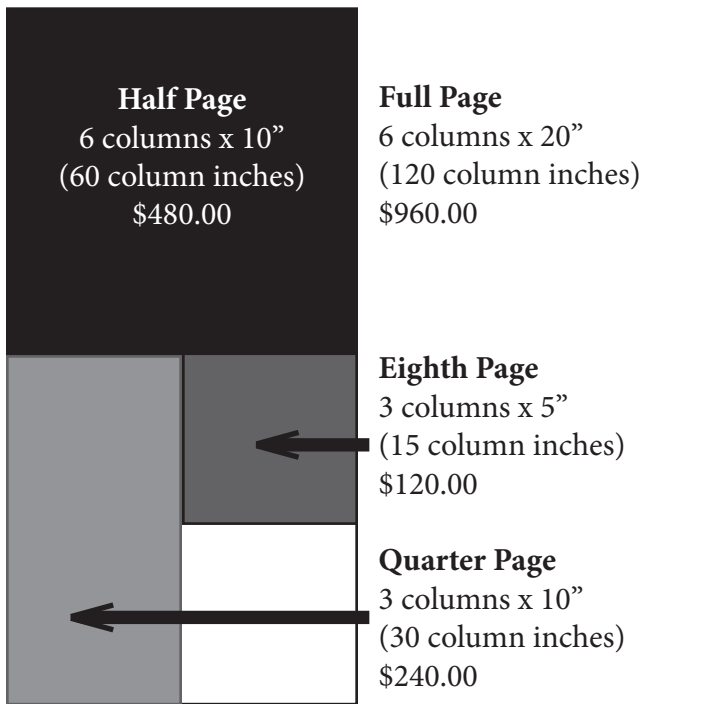


THE HOYA is printed on an offset press in a six-column broadsheet format with a page depth of 20 inches.

Display ads are sold in column-inch increments. Please use the table at right or the figures below to calculate pricing.

COLUMN-INCH RATE \$8.00

Color process	Increase from Standard Price
Full color (four colors, half page minimum price)	50%



Deadlines

The deadline for space reservation, payment, and all copy and art is two business days prior to insertion (Tuesday at 5pm for Friday's issue, Friday at 5pm for Tuesday's issue).

Press Specifications

- Line Screen: 85 lines per inch
- Resolution: 600 dots per inch for bitmap images, 200 dots per inch for photographs and other half-tone images
- Color Reproduction: Full color ads must be in CMYK format

Credit and Billing Policies

Advertising must be prepaid until a relationship has been established through reliable and timely payment of all invoices. Visa, MasterCard, cash, and check are accepted.

All advertising is subject to THE HOYA's Policies and Terms of Agreement. THE HOYA reserves the right to reject or cancel any advertisement for any reason and to regulate the typographical tone, design, and size of ads to comply with THE HOYA's format.

Inches	1 col.	2 col.	3 col.	4 col.	5 col.	6 col.
1	\$8	\$16	\$24	\$32	\$40	\$48
2	\$16	\$32	\$48	\$64	\$80	\$96
3	\$24	\$48	\$72	\$96	\$120	\$144
4	\$32	\$64	\$96	\$128	\$160	\$192
5	\$40	\$80	\$120	\$160	\$200	\$240
6	\$48	\$96	\$144	\$192	\$240	\$288
7	\$56	\$112	\$168	\$224	\$280	\$336
8	\$64	\$128	\$192	\$256	\$320	\$384
9	\$72	\$144	\$216	\$288	\$360	\$432
10	\$80	\$160	\$240	\$320	\$400	\$480
11	\$88	\$176	\$264	\$352	\$440	\$528
12	\$96	\$192	\$288	\$384	\$480	\$576
13	\$104	\$208	\$312	\$416	\$520	\$624
14	\$112	\$224	\$336	\$448	\$560	\$672
15	\$120	\$240	\$360	\$480	\$600	\$720
16	\$128	\$256	\$384	\$512	\$640	\$768
17	\$136	\$272	\$408	\$544	\$680	\$816
18	\$144	\$288	\$432	\$576	\$720	\$864
19	\$152	\$304	\$456	\$608	\$760	\$912
20	\$160	\$320	\$480	\$640	\$800	\$960

Column Width Measurements

1 column	1.6944"	4 columns	7.2778"
2 columns	3.5556"	5 columns	9.1389"
3 columns	5.4167"	6 columns	11"

Premiums

Position guarantee 5%
The editorial staff reserves the right to position the ads unless the guarantee is purchased (quarter page minimum price).

Production services: All advertised prices include layout, typesetting, and one scanned image for production. Additional computer work, scanning, and extraordinary typesetting may incur additional charges.

Discounts

Frequency discount: three insertions 5%
 five insertions 8%
 ten insertions 15%
 Pre-payment discount 2.5%
 Electronic (PDF) tear-sheet discount 2.5%
 First-time customer discount 5%
or free advertisement creation
 Special issue discount 10%
for advertisements related to certain special issues

The preferred method of receipt is a PDF file submitted via e-mail to sales@thehoya.com.