

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

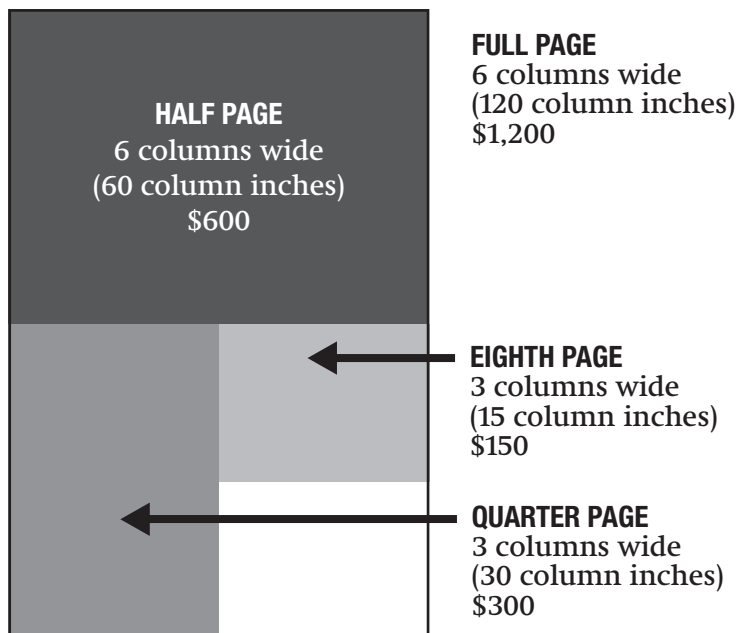
Display ads are sold in column-inch increments.

COLUMN-INCH RATE.....\$10.00

Color Process	Increase from Standard Price
Full color (four colors, minimum \$125)	50%

AD DIMENSIONS

Full page	10.25 in x 21.5 in
Half page	10.25 in x 10.75 in
Quarter page	5.125 in x 10.75 in
Eighth page	5.125 in x 5.375 in



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

PRODUCTION SERVICES

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

CREDIT AND BILLING POLICIES

Advertising must be prepaid until a healthy relationship has been established through reliable and timely payment of all invoices. Visa, Mastercard, cash and check are accepted. Overdue payments may be subject to late fees.

PREMIUMS

Position guarantee5%

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

DISCOUNTS

Frequency discount: three insertions5%
 five insertions8%
 ten insertions15%
 First-time customer discount5%
or free advertisement creation
 Special issue discount10%
for advertisements related to special issues

DEADLINES

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

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