

The New SOUTHERN VIEWSM

ADVERTISING INFORMATION & RATE CARD EFFECTIVE MARCH 2006

A Quarterly Ezine Exploring the State of Mississippi

RATE CARD 11.30.06

Promote your business *and* our state with Mississippi's first and only online magazine.

Please note that these are display ads appearing in an **online magazine**, not banners ads. Your ads will not be rotating with other ads—the space you pay for is *yours and yours alone* for the duration for which you pay. **All ads receive a free link to the advertiser's website.** And if you need a website built, contact us. We offer that service as well.

PARTICULARS

The New Southern View is published once every three months BUT we can run ads on a seasonal or monthly basis.

All payments should be made to *The New Southern View*.

MECHANICALS

All advertisements should be submitted as PDF files (Portable Document Format). If using any other file format (or if you have any questions about transmitting files to us), please e-mail us at info@newsouthernview.com or call 601/372-2679 (10 am–6 pm, Monday–Friday).

"Camera Ready" ads should be the proper size (see **Ad Dimensions Chart** below) with all elements in place. A production charge may be applied to any ads not set up per our specifications.

Proofing of all ad materials is the responsibility of the advertiser.

AD PRODUCTION SERVICES

Full ad production services are available for a reasonable fee from *The New Southern View*. Call or e-mail us for details.

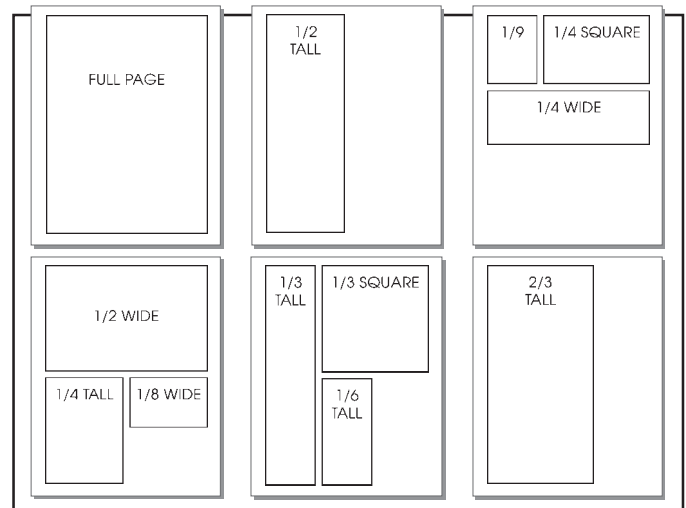
The publisher reserves the right to decline any ads deemed inappropriate. Thank you for considering advertising with us.

SINGLE AD PRICES PER MONTH—FLAT RATES

Full Page	\$190.00	1/4 page	\$50.00
2/3 page	\$134.00	1/6 page	\$34.00
1/2 page	\$95.00	1/8 page	\$25.00
1/3 page	\$67.00	1/9 page	\$22.00

Prices subject to change.

AD SIZES RELATIVE TO PAGE SIZE



AD DIMENSIONS CHART

AD SIZES	INCHES	DECIMAL INCHES	PIXELS @ 72 DPI
Full page	7¼" W x 10" H	7.25" W X 10" H	522 W X 720 H
2/3 tall	4¾" W x 10" H	4.75" W X 10" H	342 W X 720 H
1/2 wide	7¼" W x 4⅞" H	7.25" W X 4.875" H	522 W X 351 H
1/2 tall	3½" W x 10" H	3.50" W X 10" H	252 W X 720 H
1/3 tall	2¼" W x 10" H	2.25" W X 10" H	162 W X 720 H
1/3 square	4¾" W x 4⅞" H	4.75" W X 4.875" H	342 W X 351 H
1/4 wide	7¼" W x 2½" H	7.25" W X 2.50" H	522 W X 180 H
1/4 tall	3½" W x 4⅞" H	3.50" W X 4.875" H	252 W X 351 H
1/4 square	4¾" W x 3⅜" H	4.75" W X 3.1875" H	342 W X 230 H
1/6 tall	2¼" W x 4⅞" H	2.25" W X 4.875" H	162 W X 351 H
1/8 wide	3½" W x 2⅝" H	3.50" W X 2.3125" H	252 W X 166 H
1/9 tall	2¼" W x 3⅜" H	2.25" W X 3.1875" H	162 W X 230 H

THE NEW SOUTHERN VIEW ▲ PO BOX 7962 ▲ JACKSON, MS 39284-7962
601/372-2679 (10 – 6/MON – FRI) ▲ e-mail: info@newsouthernview.com ▲ 601/212-0530 (cell)

Dr. Kathy Root Pitts–Editor/Publisher ▲ Bill Pitts–Creative Director

FIND YOURSELF IN MISSISSIPPI