

## General Policies

Advertisers/agencies are liable for all content (including text, representation and illustrations) of advertisements and are responsible, without limitation, for any and all claims made thereof against *CityBeat*, its officers or employees.

The publisher reserves the right to revise, reject or omit without notice any advertisement at any time. Publisher accepts no liability for its failure, for any cause, to insert an advertisement. If a mistake in advertising occurs (including but not limited to omission, copy error or size error) and is the fault of the publisher, advertiser remedies will be limited to whichever of the following is appropriate: insertion of a "make-good" advertisement in next available issue or cancellation of charges for the portion of the advertisement rendered valueless by the error. No allowance, however, will be granted for an error that does not materially affect the value of an advertisement. To qualify for an adjustment, any error must be reported within 1 week of publication date. Credit for errors is limited to the first insertion.

Publisher shall not assume further financial responsibility for errors, and the advertiser expressly agrees that a contract or insertion order shall not be invalidated by mistakes.

Drawings, artwork and articles for reproduction are accepted only at the advertiser's risk and should be clearly marked to facilitate their return. The publisher reserves the right to revise advertising rates at any time. Announcements of an increase shall be made 4 weeks in advance to contract advertisers. No verbal agreement altering the rates and/or the terms of the rate card shall be recognized.

## The Same Size Ad

as shown below will cost only \$ \_\_\_\_\_

to appear \_\_\_\_\_ weeks in *CityBeat*:

CLASSIFIED

ADVERTISING

RATE CARD

NO. 5



EFFECTIVE

FEBRUARY 26, 2003

**TO PLACE YOUR AD,  
CALL CITYBEAT CLASSIFIEDS  
@ 513.665.4700  
FAX: 513.665.4368  
CLASSIFIEDS@CITYBEAT.COM**

**CITYBEAT IS READ  
BY MORE THAN  
250,000 ADULTS\***

\*4-week unduplicated cumule readership - 250,600. Source: The Media Audit, Winter/Summer 2000. Detailed information of CityBeat demographics are available on request.

ASSOCIATION OF  
**A.A.N.**  
ALTERNATIVE NEWSWEEKS

**VERIFIED**  
AUDIT CIRCULATION

**CityBeat**  
WWW.CITYBEAT.COM CINCINNATI'S WEEKLY ISSUES, ARTS AND EVENTS • FREE

811 Race Street | Fifth Floor | Cincinnati, Ohio 45202

PH: 513 665 4700 FAX: 513 665 4368

EMAIL: classifieds@citybeat.com

WEB: www.citybeat.com

## Line Rate

Frequency	Weekly Rate (4 lines or less)	Add'l Lines	Bold Lines	Disc.
1x	\$20.00	\$5.00 each	\$5.00 each	
2x	\$18.00	\$4.50 each	\$4.50 each	10%
4x	\$16.00	\$4.00 each	\$4.00 each	20%
13x	\$14.00	\$3.50 each	\$3.50 each	30%
26x	\$12.00	\$3.00 each	\$3.00 each	40%
52x	\$10.00	\$2.50 each	\$2.50 each	50%

## Bold Headlines & In-Column Logos

(Headline rates are per line/per week)

<b>14 Point Bold Headline</b>	\$15.00
<b>10 Point Bold Headline</b>	\$10.00
	\$20.00 (Max Depth 1/2")

## BackBeat

The back cover of CityBeat is available for classified advertisers desiring larger, bolder, more creative classified ads. You can choose from three different type sizes to create your distinctive liner ad. And placement on the back page means you're buying premium visibility and exposure for your message. Space is available on a first-come, first-served basis, and the order of ads is completely random and cannot be prearranged.

### BackBeat Line Rates (Rates are per line/per week)

Frequency	Jumbo Bold	Medium Bold	Reg Text	Color
1x	\$20.00	\$16.00	\$10.00	\$15.00
4x	\$15.00	\$12.00	\$7.50	\$15.00
13x	\$10.00	\$8.00	\$5.00	\$15.00

### BackBeat Display Rates (1 column x 3")

Frequency	Weekly Rate (spot color)	Weekly Rate (full color)
1x	\$200.00	\$350.00
4x	\$160.00	\$280.00
13x	\$140.00	\$245.00

### BackBeat Strip (2 column x 1" or 4 column x 1") Call for Rates

## In-Column Display Ads

(Rates are per week)

Frequency	1 col x 1"	1 col x 1.5"	1 col x 2"	Disc.
1x	\$40.00	\$60.00	\$80.00	
4x	\$32.00	\$48.00	\$64.00	20%
13x	\$28.00	\$42.00	\$56.00	30%
26x	\$24.00	\$36.00	\$48.00	40%
52x	\$20.00	\$30.00	\$40.00	50%

## Classified Display Advertising

### Frequency Rates

(Contract rates are non-commissionable)

These rates are designed for advertisers who want to realize the value in customer response and cost savings of running consecutive ads. The best prices are reserved for every week advertisers.

Page Fraction	1x	4x	8x	13x	26x	52x
Full	\$1978	\$1764	\$1580	\$1396	\$1253	\$1134
Junior	\$1757	\$1581	\$1389	\$1230	\$1113	\$1011
2/3	\$1430	\$1287	\$1131	\$1002	\$907	\$823
1/2	\$1087	\$973	\$859	\$755	\$672	\$609
1/3	\$785	\$705	\$619	\$544	\$485	\$440
1/4	\$587	\$524	\$462	\$405	\$360	\$328
1/6	\$423	\$377	\$332	\$292	\$261	\$237
1/8	\$330	\$296	\$262	\$228	\$204	\$185
1/12	\$258	\$229	\$202	\$177	\$159	\$143
1/15	\$203	\$181	\$160	\$141	\$126	\$113
1/30	\$134	\$118	\$105	\$92	\$83	\$74

### Other Discounted Rates

8 Insertions Over 16 Weeks Receives 4x Rate.

13 Insertions Over 52 Weeks Receives 4x Rate.

13 Insertions Over 26 Weeks Receives 8x Rate.

26 Insertions Over 52 Weeks Receives 13x Rate.

Non-profit organizations receive an additional 20% discount.

## Deadlines

Classified Word/Line/BackBeat deadline: **Monday at 5pm**

Classified Display deadline: **Friday at 5pm**

**Note: Space cancellations are not accepted after this deadline.**

**During most holiday weeks, deadlines will advance 1 day.**

## Circulation and Distribution

Audited by Verified Audit Circulation

CityBeat is distributed every Thursday throughout Greater Cincinnati and Northern Kentucky. The weekly press run of 50,000 copies is distributed through over 1,100 outlets such as restaurants, theaters, record stores, health clubs, college campuses and select retail locations.

## Mechanical Information

### Standard Dimensions

Advertising in CityBeat conforms to standard page fractions. This sizing system allows attractive page layouts and helps you communicate your message effectively and efficiently.

1 Column = 1.458"

4 Column = 6.583"

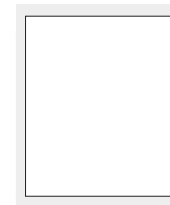
2 Column = 3.167"

5 Column = 8.292"

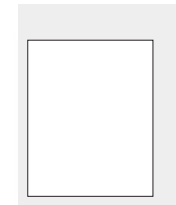
3 Column = 4.875"

6 Column = 10"

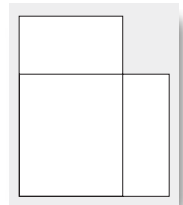
Page Fraction	Width		Depth	
	horizontal	vertical	horizontal	vertical
Full		10"		11.75"
Junior		8.292"		10"
2/3	10"	7.75"	6.583"	11.75"
1/2	10"	5.75"	4.875"	11.75"
1/3	10"	3.75"	3.167"	11.75"
1/4			4.875"	5.75"
1/6	4.875"	3.75"	3.167"	5.75"
1/8	4.875"	2.75"		
1/12	3.167"	2.75"		
1/15	3.167"	2.15"	1.458"	4.5"
1/30			1.458"	2.15"



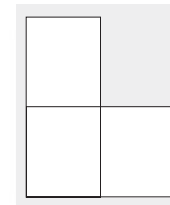
Full



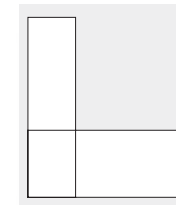
Junior



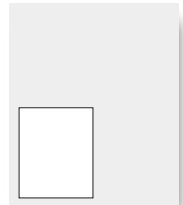
2/3 h & v



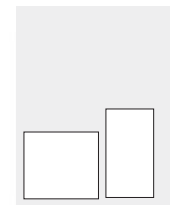
1/2 h & v



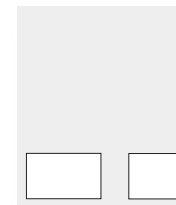
1/3 h & v



1/4

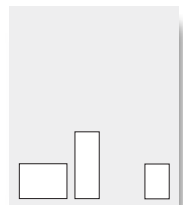


1/6 h & v



1/8

1/12



1/15 h & v

1/30