

Cleaner & Launderer

WAKEFIELD Publishing Company

800 Canyon Wash Dr., Pasadena, CA 91107-2062
 Phone (800) 793-2911 or (626) 793-2911 • Fax (626) 793-5540

Effective January 2013

Advertising Rates

	Open Rate	3X Agreement	6X Agreement	12X Agreement
Full Page	\$1155	\$1005	\$925	\$880
1/2 Jumbo	\$805	\$710	\$675	\$645
1/2 Page	\$675	\$610	\$570	\$535
1/4 Page	\$390	\$360	\$335	\$315
1/8 Page	\$315	\$285	\$255	\$240

Rates are per monthly insertion. Color is additional, see below. Billing will be adjusted to credit or charge account for any change in frequency from original contract rate.

Color Rates

Additional color charges apply as follows: Standard single colors are \$150 additional per ad. Four color CMYK process is an additional \$450 per ad.

Terms

A 15% commission is recognized to qualified advertising agencies on space and color. Guaranteed position is +20% and contract must be pre-paid. Minimum ad size is one-half page for guaranteed position. All invoices due in 30 days payable to Wakefield Publishing Company.

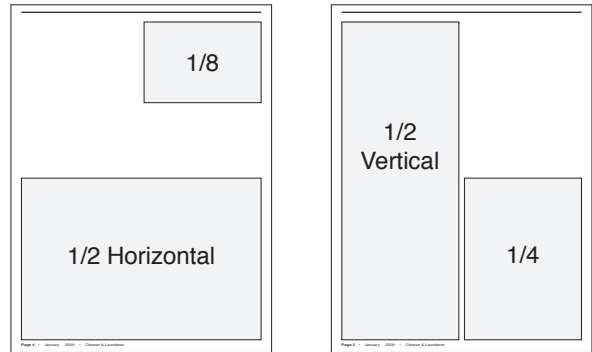
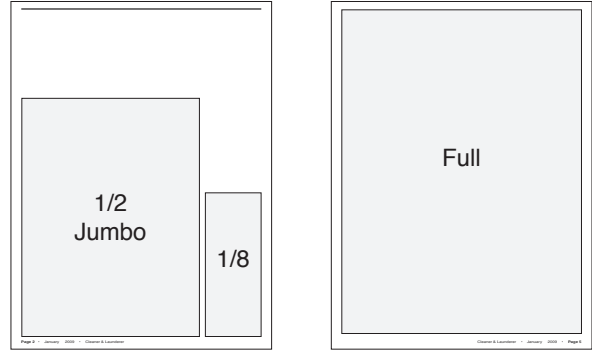
Mechanical Specifications

Tabloid newspaper format printed rotary web offset on 32-lb. White Hibrite. Overall trim size is 11" wide x 14 1/2" deep. Advertising to be produced by publisher must include a detailed layout, including color. Submitted ads to be hi-res (300dpi) minimum and include a printed color proof. Color files must be CMYK. Adobe PDF files are preferred and may be sent via e-mail to: randy@wcl-online.com.

Deadlines

Space and color reservations by the 15th of the month preceding publication, materials by the 20th of the month preceding publication. Cancellations will not be accepted after the closing date. Advertising to be set by the publisher or ad changes required by the advertiser to be received by the 15th of the month preceding publication.

Ad Sizes



Wide Deep

Full Page	9.5"	x	13.25"
1/2 Jumbo	7.0625"	x	9.125"
1/2 Page - Horizontal	9.5"	x	6.4375"
1/2 Page - Vertical	4.625"	x	13"
1/4 Page	4.625"	x	6.4375"
1/8 Page	4.625"	x	3.25"
1/8 Page - Vertical	2.1875"	x	6.4375"

Overall trim size is 10.5" wide x 14.5" deep.

Distribution

Monthly publication is distributed to 13,500 readers the first week of each month free of charge to qualified Cleaners and Launderers across the United States and Western Canada.