

919Dine.com

From the menu to your door



Cary - Raleigh - Apex - Morrisville - Holly Springs *2010 Advertising Media Guide*

Quantity & Shelf Life

3 Editions
Cary, Apex, West
Raleigh/Downtown

30,000 issues per
market

20,000 direct
mailed and
canvassed

Shelf life of 3-6
months

Display & Distribution

Direct mailed to
affluent residents,
businesses &
medical facilities

Displayed in every
partnering
restaurant and area
hotel

Our advertising
targets ages
18 - 65

NC State &
Meredith College
students!!

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Dining Guide Rates

Ad Size	1x	2x	3x	4x
Full Page	\$600	\$575	\$550	\$500
1/2 Page	\$400	\$375	\$350	\$300
1/4 Page	\$300	\$275	\$250	\$200
Front/Back Inside Cover	\$800	\$750	\$700	\$650
Centerfold	\$1,100	\$1,000	\$900	\$800
Front Cover Insert*	\$1,000	\$900	\$800	\$700
Back Cover Insert*	\$400	\$350	\$300	\$250

*Reserved for partnered restaurants



Web Site

All advertisers will be allowed to add one coupon to our affiliates page on our website at no charge.

Special web ad rates & package deals offered exclusively to our menu guide advertisers

Ad Dimensions

Full Page

Trim Size
5.25 x 8.25

Bleed Size
5.75 x 8.75

1/2 Page

5W x 4T

1/4 Page

5W x 2T

DIGITAL FILE SPECIFICATIONS

Trim size is 5.25" wide by 8.25" tall.
Bleed size is 5.75" wide by 8.75" tall.
Live area is 5" wide by 8" tall.

Artwork must be received as a high-resolution (300 dpi) Adobe PDF in CMYK format.

All full-page ads must be submitted at bleed size. Keep live matter 0.125" from all sides of the bleed, 0.25" from trim.

All color artwork and photos must be saved as CMYK. RGB and PMS colors are not acceptable and must be converted for publication. We cannot be responsible for color variations and quality on files submitted not following these guidelines.

No advertisements may be canceled after published deadline dates. All finished art is due on or before the material deadline.



Sales Information

Contact:

Dan Bernard
919-851-3700
dan@rdsnc.com