



# ORTHODOX OBSERVER

8 EAST 79th STREET • NEW YORK, NY 10075

TEL:(212) 570-3555 • FAX:(212) 774-0239

www.observer.goarch.org • e-mail: observer@goarch.org

# Advertising Information 2010

**PLEASE**  
**PRINT** the PDF file,  
**FILL** in the required information,  
**FAX** all forms back to us at:

**(212) 774-0239**





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January 2010

Dear Advertiser,

We are pleased to send you information and rates regarding advertising in the ORTHODOX OBSERVER, the largest monthly publication in the Greek American community, reaching more than 160,000 homes and businesses, in every corner of the United States.

The ORTHODOX OBSERVER is one of the well-established communication channels to this audience and send your message.

Please call for info regarding deadlines.

Call us at (212) 570-3555 or fax at (212) 774-0239 or send an e-mail to [observer@goarch.org](mailto:observer@goarch.org) or [leftieris@goarch.org](mailto:leftieris@goarch.org)

Sincerely,  
*Eleftherios Pissalidis*  
*Production & Advertising Manager*  
*Orthodox Observer*



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## Audience Profile

The **ORTHODOX OBSERVER** has a broad, yet focused coverage and delivers a loyal, involved and well-educated audience of first, second, third and fourth generation Greek-Americans. Our average subscription length is 25 years. The annual renewal rate is 92% and our readers spend on average 49 minutes with each issue. A perfect environment for any advertising message.

## Circulation

<b>Estimated Readership</b>	<b>686,910</b>
<b>2010 Projected Circulation</b>	<b>166,800</b>
<b>Individual Subscriptions</b>	<b>164,000</b>
<b>Additional Copies</b>	<b>2,800</b>
<b>Basic Subscription Price</b>	<b>\$12/year</b>

## Internet

The **ORTHODOX OBSERVER** is also published in its entirety as an Acrobat PDF® document on the Word Wide Web reaching thousands of more readers around the world. An Archive of all issues dating back to 1996 is also available.

[www.observer.goarch.org](http://www.observer.goarch.org)



# ORTHODOX OBSERVER

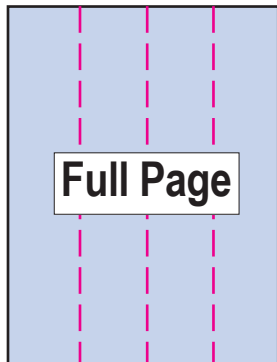
8 EAST 79th STREET • NEW YORK, NY 10075

TEL:(212) 570-3555 - FAX:(212) 774-0239

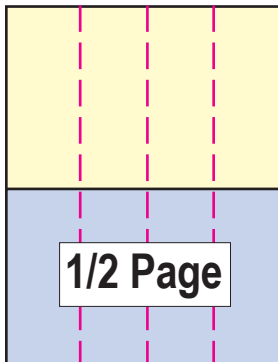
www.observer.goarch.org - e-mail: observer@goarch.org

## Advertising Rates • Technical Data

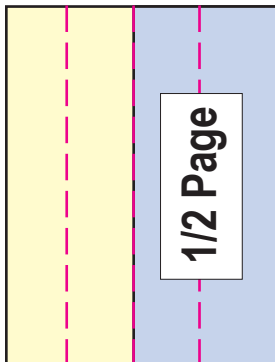
\* Rates effective April 1996



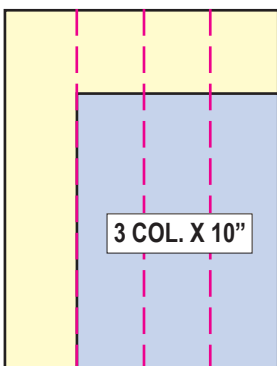
Full Page  
Inches W 9.83" x H 13.25"  
Picas W 59 x H 79.5  
Rate: B&W \$ 3000  
4/C \$ 4000



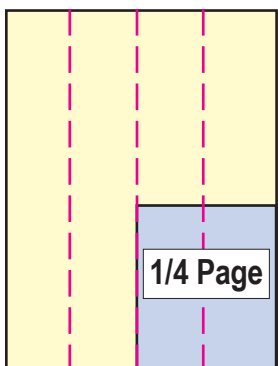
1/2 Page Horizontal  
Inches W 9.83" x H 6.50"  
Picas W 59 x H 39  
Rate: B&W \$ 1500  
4/C \$ 2000



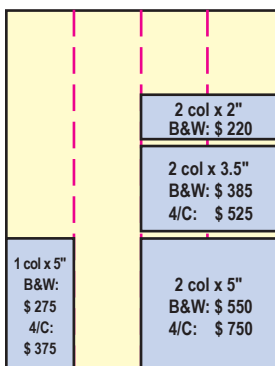
1/2 Page Vertical  
Inches W 4.83" x H 13.25"  
Picas W 29 x H 79.5  
Rate: B&W \$ 1500  
4/C \$ 2000



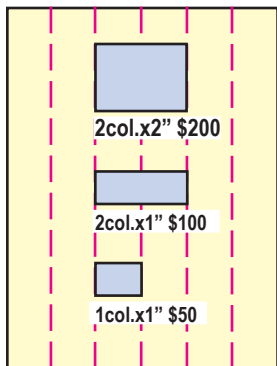
3 Columns x 10"  
Inches W 7.33" x H 9.83"  
Picas W 44 x H 59  
Rate: B&W \$ 1650  
4/C \$ 2250



1/4 Page  
Inches W 4.83" x H 6.50"  
Picas W 29 x H 39  
Rate: B&W \$ 750  
4/C \$ 1000



Other Sizes  
Single Column Inch  
B&W \$ 55, 4/C \$ 75  
Double Column Inch  
B&W \$ 110, 4/C \$ 150



**Classifieds Page**  
**B&W ONLY**

All advertisements must be pre-paid in full by deadline.

Unpaid ads will **NOT** be published.

BASE RATE	
B&W-	\$55 per column inch
Color-	\$75 per column inch
Spot Color (Blue)	
\$100 Additional to B&W	

**Classified Ads**  
Single Column Inch: \$ 50  
Double Column Inch: \$100

- "Type page width" is 59 picas (9.83"), depth is 13.25 inches.
- Display ads: Four columns to a page. Single column width is 14 picas (2.33"). For each additional column add 15 picas (2.5").
- Classified ads: Six columns to a page. Single column width is 9 picas (1.5"); double column width is 19 picas (3.16")

### DIGITAL SPECIFICATIONS:

- Adobe Acrobat PDF Files Preferred. (Use "Press Settings" - Call for details).
- Native Files: QuarkXPress (MAC ONLY), Adobe InDesign (PC & MAC)
- All jobs created with above software MUST include all the linked images (TIFF, EPS), and all fonts.
- Artwork created in Adobe Illustrator, Vector Art, MUST be saved as EPS (vector) - All fonts used must be converted to outlines/paths prior to saving to EPS.
- Adobe Photoshop Images, TIFF or EPS (PC or MAC), Rasterized images - Photos - Scans - Line Art.
- B&W Line-art at 600 dpi or higher - 100% of size.
- Continuous tone Grayscale or CMYK at 200 dpi - 100% of size.
- We do not accept RGB images
- Final output screen ruling @100 lpi.
- Press Dot Gain approx. 25%.
- A proof / printout @ 100% must accompany artwork.
- Media: DVD, CD-ROM, Memory stick, Digital Film.
- Artwork accepted via e-mail, compressed as Zip or Stuffit.

### RESTRICTIONS:

- Political advertising not accepted.
- All advertising submitted is subject to approval. The Orthodox Observer in its sole discretion reserves the right to approve the content and appearance of any ad, prior to acceptance for publication.
- Advertisements similar to editorial matter will be marked "Advertisement".
- Ads are not accepted over the telephone.
- Orders are not cancelable after deadlines.

### DEADLINES:

- Call for information.

### PAYMENT & CHARGES:

- All ads are payable in advance.
- LAYOUT and Design; one time in-house set-up charge is 10% of ad rate.
- 15% commission paid ONLY to advertising agencies pre-authorized by the Orthodox Observer.

FULL PAGE	
4/C	\$ 4,000
B&W +1	\$ 3,100
B&W	\$ 3,000
HALF PAGE	
4/C	\$ 2,000
B&W +1	\$ 1,600
B&W	\$ 1,500
QUARTER PAGE	
4/C	\$ 1,000
B&W +1	\$ 850
B&W	\$ 750



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## Insertion Order

ORTHODOX OBSERVER  
8 EAST 79TH STREET  
NEW YORK, NY 10075  
**ATTN: ADVERTISING**

DATE: \_\_\_\_\_

Issue # (s): \_\_\_\_\_  
\_\_\_\_\_

Issue Dates (s): \_\_\_\_\_  
\_\_\_\_\_

**DISPLAY AD**       **CLASSIFIED AD**   
( please check one )

Size: \_\_\_\_\_  B&W     4-Color (Color applicable ONLY in Display)

Rate: \$ \_\_\_\_\_ Layout & Design: \$ \_\_\_\_\_ 10% of Rate (One time in-house set up)

Net Cost: \_\_\_\_\_

Payment Terms: \_\_\_\_\_

*(All ads are pre-paid, unless contract in effect)*

**Remarks:** \_\_\_\_\_

**ACCOUNT NAME:** \_\_\_\_\_

**COMPANY NAME:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**CITY:** \_\_\_\_\_ **STATE:** \_\_\_\_\_ **ZIP:** \_\_\_\_\_

**TEL:** \_\_\_\_\_ **FAX:** \_\_\_\_\_

**WEB:** \_\_\_\_\_ **E-MAIL:** \_\_\_\_\_

**AUTHORIZED BY:** \_\_\_\_\_ (print name)

**TITLE:** \_\_\_\_\_ **SIGNATURE:** \_\_\_\_\_

IMPORTANT: The Orthodox Observer reserves the right to change publication dates and/or skip issues without prior notification. Deadlines (see publication schedule) are for everything needed, i.e.: Copy, layouts, artwork, photographs and payment.

### **OBSERVER USE ONLY**

ACCT#: \_\_\_\_\_ TYPE: \_\_\_\_\_ REMARKS: \_\_\_\_\_

AUTHORIZATION: \_\_\_\_\_



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## Credit Card Transaction Form

DATE: \_\_\_\_\_

NAME:-----

*(As it appears on Credit Card)*

COMPANY NAME:-----

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

TEL: \_\_\_\_\_ FAX: \_\_\_\_\_

CREDIT CARD #: \_\_\_\_\_

EXPIRATION DATE: \_\_\_\_/\_\_\_\_/\_\_\_\_ • AMOUNT: \$ \_\_\_\_\_

• AMEX  • VISA  • MASTERCARD  • DISCOVER   
*( please check one )*

Payment for • Display Ad  • Classified Ad  • Subscription  • Donation   
*( please check one )*

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### OBSERVER USE ONLY

PAID: \_\_\_\_\_ AUTHORIZATION#: \_\_\_\_\_ DENIED: \_\_\_\_\_

TRANSACTION TYPE: \_\_\_\_\_

ORTHODOX OBSERVER ADVERTISING \_\_\_\_\_

RECEIPT ATTACHED: YES \_\_\_\_\_ NO \_\_\_\_\_ ISSUE: .....



• Staple Machine Record Here