Advertising Information 2010

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

(212) 774-0239
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 or lefteris@goarch.org

Sincerely,

Eleftherios Pissalidis
Production & Advertising Manager
Orthodox Observer
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

<table>
<thead>
<tr>
<th>Estimated Readership</th>
<th>686,910</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010 Projected Circulation</td>
<td>166,800</td>
</tr>
<tr>
<td>Individual Subscriptions</td>
<td>164,000</td>
</tr>
<tr>
<td>Additional Copies</td>
<td>2,800</td>
</tr>
<tr>
<td>Basic Subscription Price</td>
<td>$12/year</td>
</tr>
</tbody>
</table>

Internet

The ORTHODOX OBSERVER is also published in its entirety as an Acrobat PDF® document on the World 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
Advertising Rates • Technical Data

* Rates effective April 1996

**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 Preffered. (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.

**PAYMENT & CHARGES:**
- All ads are payable in advance.
- LA YOUT 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.
Insertion Order

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

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: __________________
AUTHORIZED: __________________
Credit Card Transaction Form

DATE: ____________________________

NAME: ____________________________________________________________

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 )

OBSERVER USE ONLY

PAID: _______ AUTHORIZATION#: _________________ DENIED: ______________

TRANSACTION TYPE: __________________________________________________

ORTHODOX OBSERVER ADVERTISING _______________________________________

RECEIPT ATTACHED: YES______ NO_______ ISSUE: ……………………

Staple Machine Record Here