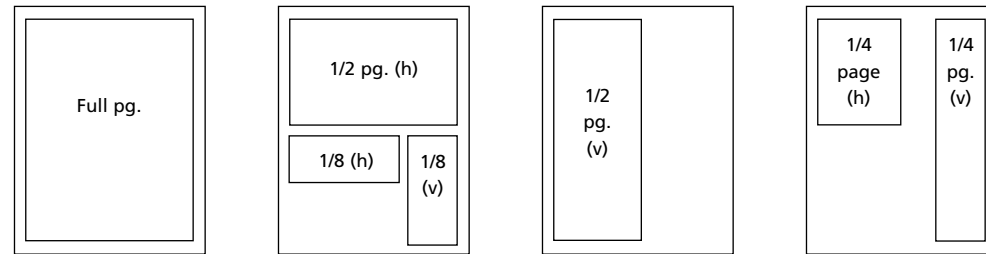


AD SIZES



Modular Sizes	Ticket Sizes	Picas	Dimensions in Inches
1/8 Vertical	1 x 4.75"	14p3 x 28p6	2.375" x 4.75"
1/8 Horizontal	2 x 2.25"	30p x 13p6	5" x 2.25"
1/4 Vertical	1 x 10"	14p3 x 60p	2.375" x 10"
1/4 Horizontal	2 x 4.75"	30p x 28p6	5" x 4.75"
1/2 Vertical	2 x 10"	30p x 60p	5" x 10"
1/2 Horizontal	4 x 4.75"	61p6 x 28p6	10.25" x 4.75"
Full Page	4 x 10"	61p6 x 60p	10.25" x 10"

* The billing size - appears on your advertising invoice. **The mechanical size - is the specific size for ad creation



DISK-READY MATERIALS

- High resolution PDF files preferred, CMYK and built to the exact ad dimensions. Please do not use crop marks, info slugs or other extraneous non-ad material. PDF documents may be converted to Photoshop TIFF or EPS files.
- Accept InDesign or QuarkXPress files with EPS/TIFF support files and Adobe Type 1 Postscript fonts.
- All photos should be submitted at 100-line screen or 200dpi.
- All colors must be CMYK.
- Color ads must be accompanied by a hi-resolution color printout.
- No nested files, such as separations placed in Illustrator.

- Please use a specific file name that includes the advertiser's name.
- Please use three-letter extension on all file names.
- Include all EPS/TIFF support files and Adobe Type 1 Postscript fonts.

ACCEPTABLE MEDIA

Please provide electronic materials (with hard copy printouts) on:

- CD-ROM(s), DVD(s)

Digital ads should be submitted using Mac or PC application (QuarkXPress or InDesign) or PDF file sent to prepress@capitalnewspapers.com. Please list account name and publishing date in the subject line.

Files not meeting specifications may require modification at the advertiser's expense. Advertising production billed at \$75/hour.

spaces



RATE CARD 2009

Get in front of the best customers.



Spaces is Capital Newspapers' tabloid magazine of home life and living. Published on 35# newsprint the first Friday of every other month and distributed with the full run of the Wisconsin State Journal, Spaces features stories of Madison area living on subjects such as home decorating & improvement, dining, entertaining, lawn & garden, family and much more.

Place your ad in Spaces and connect your business with up to 327,700 Capital Region adults.* To advertise, contact your Capital Newspapers advertising sales consultant or call (608) 252-6200.

70% of the 326,100 Capital Region adults who have made home improvements in the past 12 months read the daily Wisconsin State Journal.

66% of the 378,100 Capital Region adults who have shopped for home accessories in the past three months read the daily Wisconsin State Journal.

69% of the 264,400 Capital Region adults who have gardened in the past 12 months read the daily Wisconsin State Journal.

* Source: Scarborough Research Study, 2007-2008

ADVERTISING RATES All ads are full color

Premium Positions

	6 TIME	3 TIME	1 TIME
• Back Cover	\$2,900	\$3,335	\$3,625
• Inside Front Cover	\$2,605	\$2,995	\$3,255
• Inside Back Cover	\$2,395	\$2,755	\$2,995

Inside Pages

	6 TIME	3 TIME	1 TIME
• Full Page	\$2,395	\$2,755	\$2,995
• Half Page	\$1,275	\$1,465	\$1,595
• Quarter Page	\$650	\$750	\$815
• Eighth Page	\$340	\$390	\$425

	6 TIME
• Gallery Page	\$295
• Resource Guide	\$135

Deadline/Publication Schedule*

	PUBLISH	DEADLINE
APRIL	April 3, 2009	March 19, 2009
JUNE	June 5, 2009	May 21, 2009
AUGUST	August 7, 2009	July 23, 2009
OCTOBER	October 2, 2009	September 17, 2009
DECEMBER	December 4, 2009	November 19, 2009

*Publish/deadline dates subject to change

Effective: March 2009



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|-----------------------|--------------------------|------------------------|-------------------------|
| Agri-View | Juneau County Star-Times | Portage Daily Register | Weekend Citizen |
| Apartment Showcase | madison.com | Reedsburg Times-Press | Wheels For You |
| Baraboo News Republic | Marketplace | Shopper Stopper | WiscNews.com |
| Capital Region | Marketplace Jobs | Shopper's Edge | Wisconsin Dells Events |
| Business Journal | rentals.madison.com | Shopper's View | Wisconsin Reminder |
| Celebrations | Monday Marketeer | Shopping Reminder | Wisconsin State Journal |
| City & Country Homes | Monday Mini | The Cap Times | 77 Square |
| Columbus Journal | Neighbors | The Sauk Prairie Eagle | |
| Daily Citizen | Nursingmatters | Tri County | |