

**1/8 PAGE**  
(2" w x 1.5" h)  
**\$660**

**1/2 PAGE**  
(Vertical: 2" w x 6.125" h)  
**\$1,485**

**FULL PAGE**  
(4.25" w x 6.125" h)  
**\$2,530**

**FOR AVAILABILITY AND RATES OF ANY OF THE COVER AD SPACES, PLEASE CALL US AT 800.621.8808.**

**1/4 PAGE**  
(Horizontal: 4.25" w x 1.5" h)  
**\$990**

**1/4 PAGE**  
(Vertical: 2" w x 3" h)  
**\$990**

**1/2 PAGE**  
(Horizontal: 4.25" w x 3" h)  
**\$1,485**

**Basic Listing: \$220 + \$20 each add'l line + \$30 formatting (optional)**

**AD NOT SHOWN: 2-PAGE SPREAD: 9" w x 6.125" h – \$4,400**

**DESIGNING YOUR AD**

The *Who? What? Where? Directory Art Department* designs ads for a large number of our clients – or you can submit camera-ready art. Please see the "Advertising Order Form" for design rates. Clients receive a limit of three proofs, so please proof your ad carefully. Inform us within 24 hours if there are any corrections needed.

**AD REQUIREMENTS FOR CAMERA-READY ART**

All ads should be sent in digital format either on a CD (see our mailing address below) or by e-mail as an attachment to our technical department:

tech@whowhatwheredirectory.com

Artwork should be sent as a high resolution, 300 dpi file. Acceptable formats are PDF, EPS, TIFF, or JPG files for Mac. If an ad is supplied as an EPS, it must have all type converted to outlines. **Quark files or EPS files generated from Quark will not be accepted.** Images used in ads should be 300 dpi and converted to the appropriate mode. Client is responsible for making sure that color ads (CMYK) separate correctly for printing purposes.