



full page non-bleed  
7.5" x 10"

1/2 page horizontal  
7.5" x 4.875"

# PhiladelphiaStories

FICTION/ART/POEMS OF THE DELAWARE VALLEY

## ADVERTISING RATES

Size	4x	2x	1x
Full page	\$1420	\$1485	\$1550
½ Page	\$810	\$850	\$890
1/3	\$650	\$685	\$710
1/6	\$375	\$390	\$405
1/12	\$295	\$300	\$325

**Business Section: \$250**

**Books and Writer's Services: \$150**

**Web Only Display Ad: \$150**

**Classified: 1/10 \$75; 1/5 \$150**

*\*Cost is per insertion for three months.*

*\*No charge for color or ad design*

## MAGAZINE DESCRIPTION

Philadelphia Stories presents the finest fiction, poetry, essays and art from the Tri-State area. With a print run of 12,000 copies, Philadelphia Stories is available for free at over 110 locations in Pennsylvania, New Jersey and Delaware. We estimate that the total readership will be 14,000, considering the nature of the magazine and its value to the community.

Advertising bonuses include:

*\*No charge for color or ad design.*

*\* 20% discount for distributors*

*\*15% discount for non-profit organizations*

*\* Free listing on the Philadelphia Stories website, [www.philadelphiastories.org](http://www.philadelphiastories.org) and monthly e-newsletter*

## ADVERTISING DEADLINES

Spring: Second Friday in February

Summer: Second Friday in May

Fall: Second Friday in August

Winter: Second Friday in November

## ADVERTISING DIMENSIONS

Trim size: 8.5 x 11 inches. Three columns to the page.

### Page Size

Full page—non bleed	7.5" x 10"
Full page—full bleed	8.5" x 11"
(trim size) plus add .125" bleed all around	
Half-page horizontal	7.5 x 4.875"
Third-page vertical	2.3" x 10"
Third-page square	4.8" x 4.875"
Sixth-page vertical	2.3" x 4.875"
Twelfth-page horizontal	2.3" x 2.3"
Business	3.663"x 2.762"

## MECHANICAL REQUIREMENTS

Black and White Ads and Four-Color Ads

The agency must supply:

300 dpi digital file saved as a TIFF, PDF, JPEG or EPS. This can be saved on disk, or emailed to:

[advertising@philadelphiastories.org](mailto:advertising@philadelphiastories.org)

### Bleed Ads

Only full-page ads may bleed.

Trim size is 8.5" x 11".5 inches.

Note: On all bleed materials, keep live material 1/2" from trim on top, bottom and outside. Gutter bleeds: live matter should be held 1/4" each side of gutter on spreads.

### Send Materials To:

Carla Spataro

Philadelphia Stories

2021 S. 11<sup>th</sup> Street

Philadelphia, PA 19148

Phone: 215/551-5889

[advertising@philadelphiastories.org](mailto:advertising@philadelphiastories.org)

1/3 page  
vertical  
2.3" x 10"

1/12 page  
vertical  
2.3" x 2.3"

1/6 page  
vertical  
2.3" x 4.875"

1/3 page  
square  
4.8" x 4.875"