



# The Shuttle



## WEAVERS WAY LOCAL FIRST AD DISCOUNT

**Local First participants receive one 1/16th-page color FREE.**

**Local First advertisers also qualify for a 20% discount on a prepaid five-ad contract.**

(Compare with 10% off for a regular prepay and 15% off for Weavers Way members.)

Local First participants' ads will be displayed with a "Local First" logo.

**Thank you for participating in Weavers Way Local First!**

## LOCAL FIRST AD CONTRACT

**Advance payment required.**

**Ads are due by the 1st of the month prior to publication, EXCEPT: Jan./Feb. issue, Dec. 27; July/Aug. issue, June 29.**

Business Name: \_\_\_\_\_ Date: \_\_\_\_\_

Name on check if different from business: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

## LOCAL FIRST AD RATES

### ✓ SELECT YOUR AD

Prepayment discount for five or more ads: 20%.

	Color	B&W
<b>FULL PAGE</b>	<input type="checkbox"/> \$4,224	<input type="checkbox"/> \$3,236
<b>HALF PAGE</b>	<input type="checkbox"/> \$2,112	<input type="checkbox"/> \$1,616
<b>BANNER</b>	<input type="checkbox"/> \$1,056	<input type="checkbox"/> \$808
<b>1/4 PAGE</b>	<input type="checkbox"/> \$924	<input type="checkbox"/> \$708
<b>1/8 PAGE</b>	<input type="checkbox"/> \$528	<input type="checkbox"/> \$404
<b>1/16 PAGE</b>	<input type="checkbox"/> \$264	<input type="checkbox"/> \$200

### ✓ IMPORTANT! CHECK THE MONTHS YOU WISH YOUR AD TO RUN.

(Publication date in parentheses subject to change)

<input type="checkbox"/> <b>September 2019</b> (Sept. 6)	<input type="checkbox"/> <b>May 2020</b> (May 1)
<input type="checkbox"/> <b>October 2019</b> (Oct. 4)	<input type="checkbox"/> <b>June 2020</b> (June 5)
<input type="checkbox"/> <b>November 2019</b> (Nov. 1)	<input type="checkbox"/> <b>July-August 2020</b> (July 17)
<input type="checkbox"/> <b>December 2019</b> (Dec. 6)	<input type="checkbox"/> <b>September 2020</b> (Sept. 4)
<input type="checkbox"/> <b>January-February 2020</b> (Jan. 17)	<input type="checkbox"/> <b>October 2020</b> (Oct. 2)
<input type="checkbox"/> <b>March 2020</b> (March 6)	<input type="checkbox"/> <b>November 2020</b> (Nov. 6)
<input type="checkbox"/> <b>April 2020</b> (April 3)	<input type="checkbox"/> <b>December 2020</b> (Dec. 4)

## PAYMENT OPTIONS

We accept payment by check or credit card (online only). Make checks payable to Weavers Way Shuttle. Please include your customer number on the check. Mail to:

**Weavers Way Co-op  
Shuttle Advertising  
559 Carpenter Lane  
Philadelphia, PA 19119**

To pay by credit card, please log into our

Member Center. (You will receive login credentials via email when you submit your contract.) Please note: We can no longer accept credit card payments over the phone. You must use your Weavers Way account.

**Advance payment required.**

Email ads to:  
**advertising@weaversway.coop**

### DEADLINE FOR SUBMITTING ADS:

The first day of the preceding month, EXCEPT: Jan./Feb., Dec. 27; July/Aug., June 29.

If we do not have your ad or payment by the first of the month, we reserve the right to refuse to run your ad.



# The Shuttle

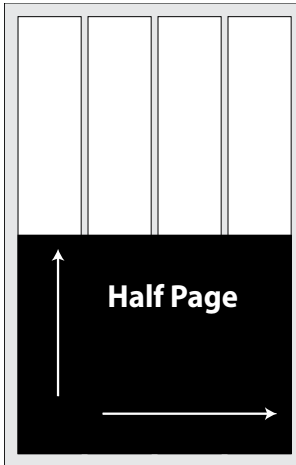
## ADVERTISING SIZES

## PRODUCTION SPECS



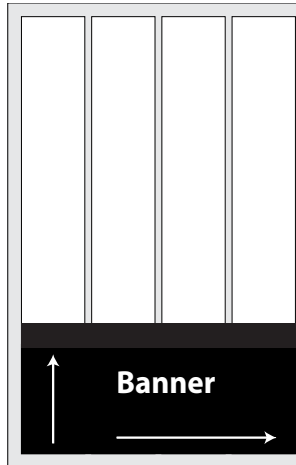
**10" (4 columns) wide  
16" deep**

Standard single price: \$1,056 (\$809 B&W)



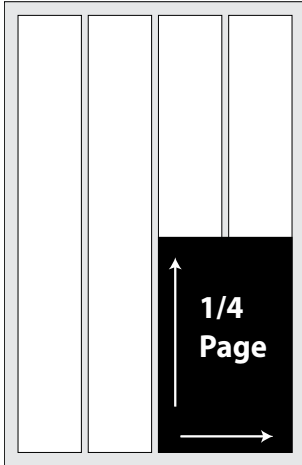
**10" (4 columns) wide  
8" deep**

Standard single price: \$528 (\$404 B&W)



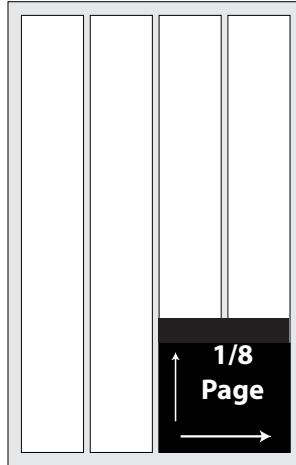
**10" (4 column) wide  
4.875" deep**

Standard single price: \$264 (\$202 B&W)



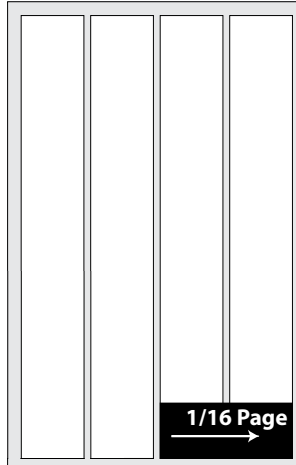
**4.875" (2 columns) wide  
7.875" deep**

Standard single price: \$231 (\$177 B&W)



**4.875" (2 columns) wide  
4.875" deep**

Standard single price: \$132 (\$101 B&W)



**4.875" (2 columns) wide  
2" deep**

Standard single price: \$66 (\$50 B&W)

- All artwork should be submitted in standard formats (PDF/JPG/EPS/TIF) and high resolution (300 DPI or better).
- Please make sure your ad is correctly sized.
- Type that is to print as black should be created with 100% black ink only.
- Color: Document, images and type must be **CMYK and contain no spot colors or RGB**. Do not include ICC profiles.
- When submitting PDF files, please make sure that **fonts are EMBEDDED and that the RESOLUTION is 300 DPI or higher**. Make sure the settings for PDF creation are set at the highest print quality. Do not include registration marks on final submitted PDFs.
- **PLEASE DO NOT SEND WORD DOCUMENTS.** Make sure the ads are the correct size, then save your document as a pdf.
- **SEND IMAGES FROM the Internet;** they are low resolution (72 DPI) and unsuitable for print.
- **SEND PUBLISHER FILES.** We do not use Publisher and cannot accept Publisher files.

If there is a problem with your submitted ad (e.g. print quality, size, format, spelling), we will notify you as soon as possible.

### \*\*\* PLEASE NOTE \*\*\*

For a basic layout with two (2) proofs, there will be no additional charge. Proofs are for the correction of errors, but do not include design details. We are not responsible for making improvements on images. Numerous and/or extensive changes may result in an additional charge of \$5 per change.

Email ads to: [advertising@weaversway.coop](mailto:advertising@weaversway.coop)

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Got questions? Need help? Contact Shuttle Editor/Ad Coordinator Karen Plourde  
[advertising@weaversway.coop](mailto:advertising@weaversway.coop) 215-843-2350, ext. 135