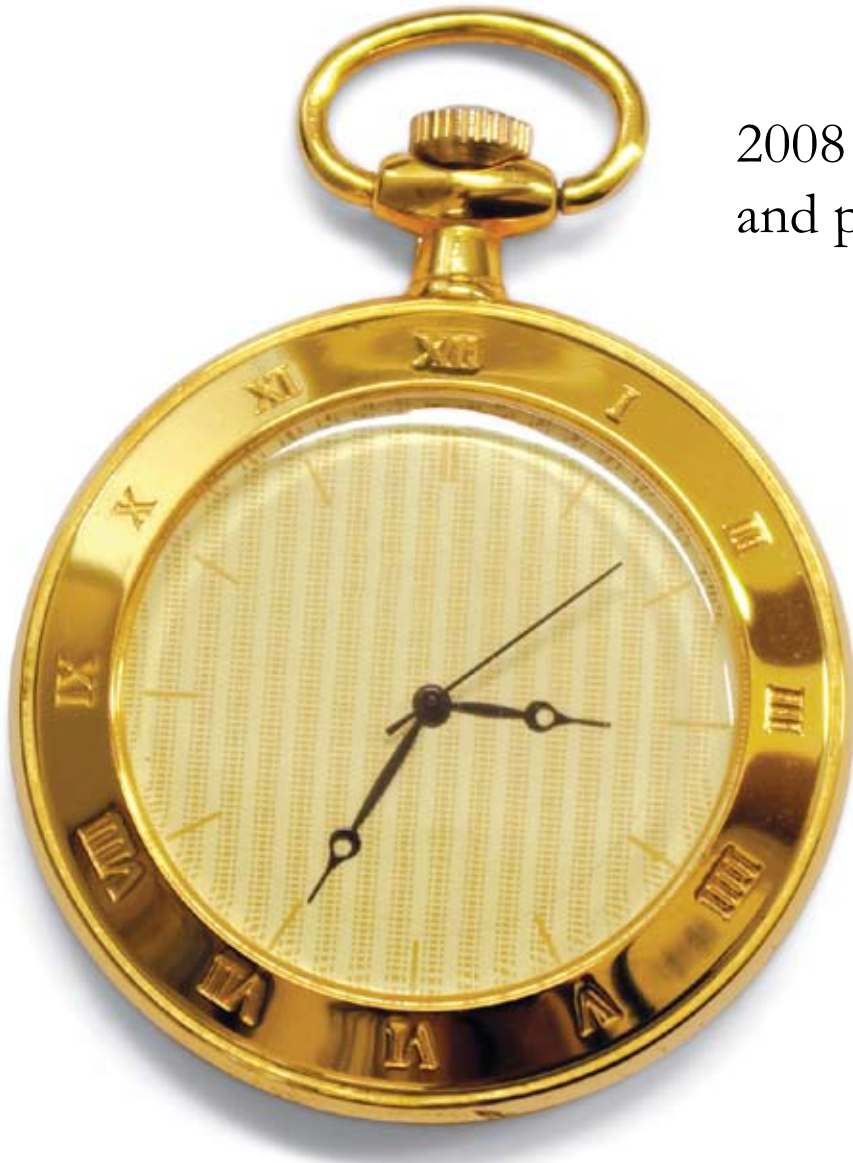


# THE TRIDGE



2008 print advertising rates  
and policies

# About us

The Tridge is a new print magazine that aims to provide a sophisticated, local perspective on arts, business, politics, and leisure, with quality commentary, journalism, essays, fiction, poetry, art, and satire.

The Tridge is owned by Crossen & Co., a media company based in Midland, Michigan.



# Our audience

Q.

Why should you advertise with us?

A.

You'll reach the most intelligent, most sophisticated readership in Mid-Michigan.

**“I LOVE** THE LOOK AND CONCEPT.  
OUR AREA **NEEDS** THIS MAGAZINE.”

– Erik Trump, Ph.D  
Professor of Political Science  
Saginaw Valley State University



2.



# Our audience

## Print:

An initial run of is 1,000 planned for this summer. The magazine will be distributed free of charge throughout Midland, Saginaw, and Bay City, with a PDF available at [www.thetridge.com](http://www.thetridge.com).

Distribution locations include: restaurants, theaters, coffeeshops, bars, lounges, universities, public buildings, hospitals, doctors' offices, and booksellers.



# Rates

**Full color (four-color) back cover: \$800.**

1. 6" by 10" in CMYK (cyan, magenta, yellow, black) color.

**Full color inside cover: \$750**

**Full color page one: \$750**

**Full color full page: \$700**

**Full color half page: \$350**

1. 6" by 5"

**Grayscale full page: \$400**

**Grayscale half page: \$200**

For custom sizes and/or colors, please contact us at [thetridge@gmail.com](mailto:thetridge@gmail.com).



4.

# Mechanical specs

## Design

1. We will design your ad free of charge. Simply supply us with some material: images, text, or both, and specify where you'd like the advertisement to link to.
2. If you already have an ad designed, please make sure it conforms to the specifications listed below.

## Mechanical specifications

1. Full page ads are 6" by 10"
2. Half page ads are 6" by 5"
3. All ads are printed in CMYK (cyan, magenta, yellow, black)
4. All ads are printed in a resolution of 300 dots per inch

## Acceptable formats

1. All native Adobe file formats (.pdf, .jpg, .ai, .psd, .eps, .tif) are all acceptable)
2. Document formats (.doc, .docx, .rtf, .txt) are not acceptable
3. .pdf is the preferred file format.

## Need help?

1. Just let us know, and we'll help you with anything. E-mail us at [thetridge@gmail.com](mailto:thetridge@gmail.com).



# Contact us

Please e-mail us at:

**[thetridge@gmail.com](mailto:thetridge@gmail.com)**

with any inquiry. Thank you for considering advertising with us. Your support helps us provide the most sophisticated perspectives on politics and culture you'll find in Mid-Michigan.





Crossen & Co. 