

# *The Lantern*

A publication of MARC, Inc. of Manchester, 352R West Middle Turnpike, Manchester, CT 06040

## **Demographics**

**Total Readership: 2376**

**Male: 53%**

**Female: 47%**

**Businesses/Organizations: 43%**

**Government/Elected Officials: 6%**

**Personal: 51%**

**\*\*See Map for the Lantern Mailing Reach\*\***



# The Lantern

A publication of MARC, Inc. of Manchester, 352R West Middle Turnpike, Manchester, CT 06040

## Advertising Rates

### Black & White

1/8 Page (3.625" w x 2.5" h):	\$20
1/4 Page (7.5" w x 2.5" h) or (3.625" w x 5" h):	\$40
1/2 Page (7.5" w x 5" h) or (3.625" w x 10" h):	\$85

### Black, White & Red (Pantone 185)

1/8 Page (3.625" w x 2.5" h):	\$25
1/4 Page (7.5" w x 2.5" h) or (3.625" w x 5" h):	\$50
1/2 Page (7.5" w x 5" h) or (3.625" w x 10" h):	\$100

*(If you do not have an ad and would like us to design one for you, please inquire within for more information and applicable rates)*

## Advertisement Requirements

### Accepted Digital Formats:

Must be accompanied with a printed version

EPS                      Quark                      JPEG (B/W Only)                      PDF (B/W Only)

### Due Dates:

All material and payment due by the following dates:

Winter Lantern 2008:	December 9th
Spring Lantern 2009:	February 20th
Summer Lantern 2009:	May 19th
Fall Lantern 2009:	August 14th
Winter Lantern 2009:	November 7th

# The Lantern

A publication of MARC, Inc. of Manchester, 352R West Middle Turnpike, Manchester, CT 06040

## Advertisement Submission Form

Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

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

File Name	1/8 Pg	1/4 Pg	1/2 Pg	Color*	# of Edition (s)	Unit Price	Total Price
1.				B/W B/W/R			
2.				B/W B/W/R			
3.				B/W B/W/R			
4.				B/W B/W/R			
<b>Totals For Advertisements</b>							
<b>Additional Donation (Not Required)</b>							
<b>Total Enclosed</b>							

Make checks payable to MARC, Inc. of Manchester \* 352R West Middle Turnpike \* Manchester, CT 06040

\* B/W = Black and White

B/W/R = Black, White and Red (Pantone 185)

If you have any questions, please contact Regina Ricci at (860) 646-5718 or by email to rricci@marcct.org

**All Proceeds to Benefit People with Disabilities**