

HowNiKan Ad Rates & Sizes

With the elections for Chairman and two legislative seats underway, I would like to remind you about the *HowNiKan* ad rates and sizes. As has been past practice and as is required by the CPN election code, each candidate receives one (1) free ad in the February *HowNiKan*.

The size of the free ad will be one-quarter (1/4) page, which is equivalent to 25 square inches. With a two-column width of 4.917 inches, a landscape-perspective, one-quarter-page ad will be 5 inches tall. A one-column-wide, one-quarter-page ad will be 10.53 inches tall.

The *HowNiKan* ad rate structure is: \$500 for a full-page ad; \$375 for a three-quarter-page ad; \$250 dollars for a one-half page ad; \$150 for a one-quarter page ad; and \$75 for a one-eighth page ad.

Based on a total of 12.5 square inches, the sizes for one-eighth-page ads will be two columns x 2.51 inches (landscape) and one column x 5.25 inches (portrait).

A half-page ad will contain 50 square inches. The landscape perspective ad will be four columns wide x five inches tall. The portrait-perspective ad will be two columns wide by 10.15 inches tall.

With a 75-square-inch size, the three-quarter page, landscape perspective ad will be four columns wide x 7.5 inches tall. The portrait-perspective ad will be three columns (7.471 inches) wide x 10 inches tall.

The full-page ad speaks for itself. It is a 10-inch x 10-inch size, or 100 square inches.

For representations of all these ad sizes go to www.CPNElectionCentral.org. They are also included with this e-mail. Candidate ads, candidate biographies/curriculum vitae, and other information about candidates and the election will be posted on that Web site.

FULL

\$500
10x10

3/4

\$375
7.5x10

1/4

\$150
2.375
x
10

1/4

\$150
4.9x2.5

3/4

\$375
10x7.5

1/8

\$75
2.375
x
5.25

1/2

\$250
4.9x10.2

1/2

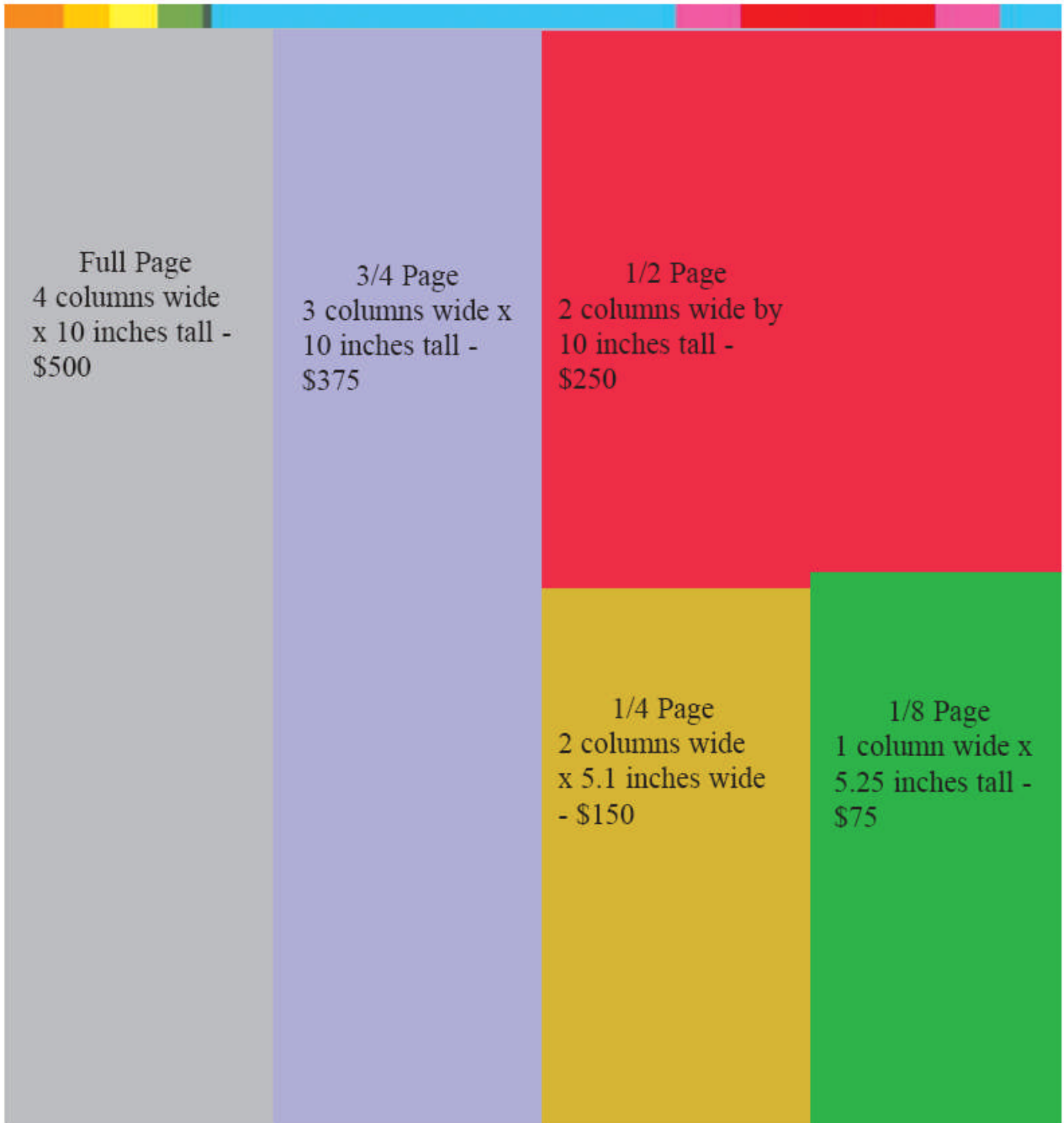
\$250
10x5

The add space shown here is in relation to a standard 10x10 inch HowNiKan page. Listed in inches with the width first then height.

1/8

\$75
4.9
x
2.5

These are the available HowNiKan ad sizes and prices for Portrait Perspective (taller-than-they-are-wide) ads.



These are the available HowNiKan ad sizes and prices for Landscape Perspective (wider-than-they-are-tall) ads.

