

## TERMS

**Payment Due.** All bills due and payable 30 days from date of invoice. Interest and service charges of 1.5% per month (18% annually) will be added to all invoices past due of billing date.

**Payment Methods.** Cash, check, money order, Pay Pal or credit card. Visa, MasterCard, Amex, and Discover accepted.

**Credit.** Credit cannot be extended until complete credit transaction has been approved. All new accounts must pay in advance of publication until proper credit has been established.

**Collection.** If it becomes necessary to place with an attorney for collection any claim for funds due under terms of contract, the advertiser agrees to pay reasonable fees in addition to the balance then unpaid.

**Copy Acceptance.** The publisher reserves the right to reject any advertisement regarded as objectionable in wording or appearance and may require the word "advertisement" in any ad. Strictly news-like type is not permitted in ads.

The Publisher reserves the right to revise any advertising deemed objectionable. The advertiser will be notified before any such change is made.

**Responsibility.** Advertisers and advertising agencies assume liability for all contents of advertisements printed and also assume responsibility for any claims arising thereafter against the publisher. No allowance will be made for errors that do not materially affect the value of the ad. Polish American Journal liability shall not exceed the cost of the space occupied by the ad.

**Positioning.** Advertisers requesting special position will be accommodated as much as space considerations allow; no guarantee can be made regarding position. Any advertising order directing insertion with specific position or page on an "or omit" basis is not acceptable.

**Political Ads.** Political ads must be paid for in advance and must identify the organization and full address of the person who has responsibility for placement of these ads.

**Space Reservation.** Telephone space reservations will be accepted, however, copy must be in our office by advertising deadline.

**Cancellation.** Advertising contracts canceled before the end of the contract period or unfulfilled at its contracts' conclusion will be charged at the earned rate, in accordance with the amount of column inches used.

Deadline for space reservations is the 10th of the month prior to insertion. Camera-ready ads may be received on press date, provided requests for space are

made by the above mentioned deadline.

Cancellations are not accepted after the 15th of the month. Advertisers are liable for ads contracted but canceled.

**Correction and Proof Service.** Proofs will be submitted upon request, providing copy deadlines are met. They will be provided for the sole purpose of correcting typographical errors. Authors changes and second proof corrections will be made, time permitting, at a charge of \$40.00 per hour. On complete pick-up ads, no proof will be supplied.

**Preprint Insert Rates.** Preprinted advertising brochures and flyers may be inserted into the paper at a rate of \$30.00 per 1000 papers.

**Non-Profit and Not-for-Profit Organizations.** These organizations are eligible for regional advertising rates with prior approval from the Advertising Manager. Religious and Polish American philanthropic organizations are also eligible for advertising discounts.

**Rate Announcement.** The publisher reserves the right to alter rates without notice. Rates quoted and contracted, however, will be considered valid and applicable for six months from the contracted date.

### POLONIA'S VOICE

Polonia—the Polish community living outside of Poland—is one of the most dynamic, powerful ethnic groups in the world. Americans of Polish descent comprise the sixth largest ethnic group in the United States, with over 10 million people claiming roots in Poland.

Whether lobbying for the safety of coal miners in Pennsylvania's anthracite region in the 1930s, reporting on conditions behind the Iron Curtain, or organizing letter-writing campaigns on behalf of Polish American interests, the PAJ has been the voice of Polonia for almost 100 years.

Appearing in each edition of the Polish American Journal are departments and features covering all aspects of Polish American life: Religion, Sports, Culture, Book Reviews, Entertainment, Heritage, Folklore, Genealogy, Politics, and Viewpoints. Regular columns include: The Polish Chef, Honors & Achievements, International and National news, Scholarships, and many other specialized items concerning Polish holiday traditions and customs.

Since its founding, the Polish American Journal has been dedicated to the promotion, preservation and continuance of Polish American culture in the United States, a heritage rich in the joys of the family, church and country.

# POLISH AMERICAN JOURNAL

Established 1911

Dedicated to the Preservation,  
Promotion, and Continuance of  
Polish American Culture

## RATE SHEET

AND MECHANICAL REQUIREMENTS

Rate Card No. 28  
Effective October 1, 2008

Polish American Journal  
P.O. Box 328  
Boston, NY 14025-0328  
**(716) 312-8088**  
Toll-Free: (800) 422-1275  
www.polamjournal.com  
e-Mail: info@polamjournal.com

## WHAT IS THE PAJ?

The Polish American Journal is the nation's largest English-language, independent monthly newspaper, dedicated to the preservation, promotion and continuance of Polish and Polish American culture in the United States. It was established in 1911 in Pittston, Pa. as the Polish-language new *Zorza* (The Dawn), and today is published in Buffalo, N.Y.

Its mission is simple: to report on the positive and constructive achievements to the American way of life by Americans of Polish descent and Polish immigrants. News from Poland and other Polish accomplishments affecting world culture, politics, arts and sciences are an important component of the newspaper.

The Polish American Journal is published in five editions: National; Western New York; and as the official newspaper of three of the nation's foremost Polish American fraternal benefit societies—the Polish Beneficial Association (Metro Philadelphia); Association of the Sons of Poland (Metro New York City and New Jersey); and Union of Poles in America (Cleveland).

The PAJ is distributed by paid circulation only. Seventy-eight percent of the paper's subscribers (monthly average 2007: 11,432 copies) reside in areas which demographically have large Polish American populations; the East Coast, Great Lakes Region and Upper Midwest. Over 120 public and private libraries in the United States, Poland, Germany, the United Kingdom and France subscribe to the Polish American Journal.

## MECHANICAL REQUIREMENTS

**Dimensions.** Tabloid, modular format.

**Page size:** 10½" x 16"

**Minimum Ad Size:** Two column inches

### Column Width

Width	1 col.	2 col.	3 col.	4 col.	5 col.
<i>Inches</i>	2	4 <sup>1</sup> / <sub>8</sub>	6 <sup>1</sup> / <sub>4</sub>	8 <sup>1</sup> / <sub>8</sub>	10 <sup>1</sup> / <sub>2</sub>
<i>Picas</i>	12	24.9	37.6	50.6	63

**Printing.** Web offset on 30 pound newsprint. 85 line screen. For best reproduction, submit high-contrast, black and white photographs and line art. Camera-ready advertisements should be submitted as a one-piece stat or negative.

**Electronic Format.** Advertisements may be sent via e-mail or via mail on any digital media. PDF files are preferred, but TIF, JPG, and EPS files are accepted. Files may also be sent as InDesign, PageMaker, Corel or other standard publishing program files. Camera work necessary for printing will be charged accordingly.

All art, negatives and media will be retained for one year, unless otherwise requested.

### Production Charges

**Full Color** *Inside front or back cover* \$300.00  
*Back page* \$400.00

**Grey scale Halftone** \$12.50

**Custom Art Work** Will quote

**Translation Fee** Will quote

## RATES

*Base Rates Per Insertion*

(pci=price per column inch)

COLUMN INCHES	STANDARD RATE	NON-PROFIT RATE	SIZE EXAMPLE
	\$12.50 pci	\$10.00 pci	
80 (full)	\$1,000	\$800	Full page
60 (3/4)	\$750	\$600	5 col. x 12 in.
40 (1/2)	\$500	\$400	5 col. x 8 in.
36	\$450	\$360	4 col. x 9 in.
30	\$375	\$300	3 col. x 10 in.
24	\$300	\$240	3 col. x 8 in.
20 (1/4)	\$250	\$200	4 col. x 5 in.
15	\$187.50	\$150	3 col. x 5 in.
12	\$150	\$120	3 col. x 4 in.
10 (1/8)	\$125	\$100	2 col. x 5 in.
8 (1/10)	\$100	\$80	2 col. x 4 in.
6	\$75	\$60	2 col. x 3 in.
5	\$62.50	\$50	1 col. x 5 in.
4	\$50	\$40	2 col. x 2 in.
3	\$37.50	\$30	1 col. x 3 in.
2	\$25.00	\$20	1 col. x 2 in.

### Frequency Discount Rates

INSERTIONS	STANDARD RATE	NON-PROFIT RATE
3 Months	\$11.25	\$9.00
6 Months	\$10.50	\$8.00
12 Months	\$9.00	\$7.00

**AGENCY COMMISSION.** 15% gross billing to accredited agencies when supplied with camera-ready copy. Account must be paid within 30 days to receive discount.

**PREPAYMENT DISCOUNT.** An 10% discount is available for prepayment of the entire contract before publication date.

**BANNER SPONSORSHIP.** The Polish American Journal offers a great way to promote your organization or business! Page sponsor banner ads (5 columns by 1 inch) are available for \$100 per issue, minimum three issues. The rate is discounted to \$90 per issue for six issues, and \$80 per issue, 12 issues. Banners can be placed at the top or bottom of page. Not available for front or back cover. Banners carry tag "This Page is Brought to You By ..."

## COMMON AD SIZES

Other ad sizes are available including custom sizes. See Advertising Rate Chart for prices.

<b>1/10</b> 2 col. x 4 in.	3 columns x 4 inches
<b>1/4</b> 4 columns x 5 inches	
<b>1/2</b> 5 columns x 8 inches	

<b>1/8</b> 2 columns x 5 inches	48 column inches 3 columns x 16 inches
<b>1/4</b> 2 col. x 10 inches	

SPONSORSHIP BANNER	
5 columns x 3 inches	
<b>1/8</b> 2 columns x 4 inches	3 columns x 4 inches
4 columns x 4 inches	1 col. x 4 in.
<b>1/4</b> 5 columns x 4 inches	

2 columns x 2 inches	3 columns x 4 inches
<b>3/4</b> 3 columns x 4 inches	