

pdn 2007 classifieds rates

PDN Photo District News
Classified Sales
770 Broadway, 7th floor
New York, NY 10003



Eastern Region
Dennis Tyhacz, (646) 654-5302
Central and Western Region
Michelle MacMahon, (646) 654-5303
fax (646) 654-5312

classified ad per word

All ads **MUST** be prepaid by Visa, MasterCard or American Express
Words.....\$3.75 ea.
Red Words..... \$6.00 ea.
Minimum count for all ads:24 words
Additional 4/C charge..... \$100
3 month frequency discount5% off
6 month frequency discount10% off
12 month frequency discount..... 20% off

online classified ad per word

Please note: ads online are text only.
Online ad accompanied by print ad \$50
Web ad only..... \$100

professional services directory

1 listing (phone # plus email/fax)\$480
2 listings.....\$435 ea.
3 listings.....\$395 ea.
4 listings.....\$355 ea.
5 listings\$350 ea.
6 - 10 listings.....\$290 ea.
11 - 15 listings\$255 ea.
16 - 20 listings.....\$240 ea.
21 + listings\$215 ea.

classified display ad specs

Display ads are in a 4-column format.
1-column width: ..2-1/8 (2.125) inches (12 picas 9 pts.)
2-columns:4-7/16 (4.4375) inches (26 picas 7 pts.)
3-columns: 6-3/4 (6.75) inches (40 picas 6 pts.)
4-columns: 9-1/16 (9.063) inches (54 picas 4 pts.)
Depth must be to nearest whole or half-inch.
Minimum size is 1/2 inch.

classified display ad premium position

Center Island1X6X12X
2 clmns x 4"\$1200\$1050\$900

classified display ads

Size1X6X12X
1 clmn x 1"\$250\$230\$205
1 x 2"\$460\$415\$375
1 x 3"\$645\$585\$525
1 x 4"\$800\$725\$650
1 x 5"\$905\$820\$735
1 x 6"\$985\$890\$800
1 x 7"\$1065.....\$965\$865
1 x 8"\$1115\$1010.....\$900
1 x 9"\$1175\$1165\$945

service & repair directory display ads

Minimum size is 2-square column inches.
Size1X6X12X
1 clmn x 2"\$195\$180\$165
1 x 3"\$285\$265\$240
1 x 4"\$375\$345\$315
1 x 5".....\$455\$415\$365
1 x 6"\$525\$475\$420
1 x 7".....\$585\$525\$470
1 x 8"\$635\$575\$510
1 x 9"\$675\$605\$540

pdn classifieds online

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