



Americas Leading Irish Newspaper

The Irish Examiner is America's Leading Irish Weekly Newspaper.

TERMS OF CREDIT

All accounts are due and payable upon receipt of statement, after which late charges will be applied. New accounts are required to prepay the first four ads to establish credit. Political, festival, benefit and concert advertisements are required to prepay all ads. Foreign ads are required to prepay in U.S. Dollars via check or money order drawn on a U.S. bank. A charge of \$25.00 will be applied to the account on all returned checks.

CONTRACT DISCOUNT

Frequency discounts are available to advertisers who sign a contract guaranteeing a specified number of insertions within a designated period on a weekly or biweekly schedule. Advertisers who fail to meet the terms of the contract will be charged retroactively for discounts already applied.

- 6 to 12 issues 5% Discount
- 13 to 25 issues 10% Discount
- 26 or more issues 20% Discount

All accounts must be kept current (under 30 days) to receive discounts.

GENERAL CONDITIONS

Publisher shall have no liability for costs or damages if for any reason an advertisement fails to appear or for typographical errors. Every advertiser must check their ad when it first appears, as adjustment for errors is limited to the cost of that portion of the first insertion only. The Irish Examiner must be notified in writing immediately of any error.

SPECIAL POSITION

For best position, color ad space reservations should be made at least two weeks in advance. Preferred Position Requests can only be made for ads that are one half page or larger.

DEADLINE

The deadline for space reservations and materials is every Friday at 4 p.m. Earlier deadlines will be in effect for special supplements and holidays.

This national tabloid is on newsstands in major American cities every Tuesday



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Who is reading the Irish Examiner?

- ⦿ *Average age: 35 years*
- ⦿ *45,000 Irish and Irish-Americans*
- ⦿ *Average number of trips to Ireland and Europe in the past 2 years = 2.1*
- ⦿ *Combined annual household income: \$91,000-\$123,000*
- ⦿ *52% are first generation Irish*
- ⦿ *79% are homeowners*
- ⦿ *72% are college graduates*
- ⦿ *64% are registered U.S. voters*



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What to expect in the Irish Examiner?

- ☉ *Irish Examiner has a weekly readership of 45,000.*
- ☉ *Irish Examiner has an East Coast circulation base and newsstand presence in all major cities in New York, New Jersey, Connecticut and Massachusetts.*
- ☉ *Irish Examiner covers Irish and Irish-American news:*
 - *Arts & Entertainment*
 - *Travel*
 - *Fashion & Beauty Trends*
 - *Business: news from American companies in Ireland and Irish companies in America*
 - *Investment trends*
 - *Irish American Stock Watch*
 - *Exchange Rates*
 - *Personal Finance*
 - *Irish and Irish-American opinions and analysis.*
- ☉ *Irish Examiner's award-winning writers bring you all the news from Ireland and throughout the United States.*



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Advertising Rate Card 2012

MODULAR AD RATES

Modular Type	Inches	Columns	Height	B&W	4-Color
Full Page	70	5	13 7/8"	\$1,600.00	+ \$600.00
3/4 Page	52	4	12 7/8"	\$1,240.00	+ \$450.00
2/3 Page	44	4	10 7/8"	\$1080.00	+ \$400.00
1/2 Page	35	5	6 7/8"	\$900.00	+ \$300.00
1/3 Page	21	3	6 7/8"	\$620.00	+ \$150.00
1/4 Page	18	3	5 7/8"	\$560.00	+ \$150.00
1/8 Page	8	2	4"	\$280.00	N/A
1/16 Page	4	2	2"	\$140.00	N/A

DISPLAY COLUMN WIDTHS

1 Column	1 3/4" (11 pica)	4 Column	7 3/4" (47 pica)
2 Column	3 3/4" (23 pica)	5 Column	9 3/4" (59 pica)
3 Column	5 3/4" (35 pica)		

FORMATS ACCEPTED

The Irish Examiner newspaper prefers submission of electronic advertising materials in PDF format, with all fonts embedded in the file.

We will also accept JPEG, TIFF or EPS image files and Macintosh files produced by the following applications:

- Quark Xpress™
- Adobe InDesign™
- Adobe Illustrator™
- Adobe PhotoShop™

SUBMISSIONS

Electronic ad submissions should be sent to advertising@irishexaminerusa.com.

All advertising must be received by 5pm on the Friday preceding the publication date of the issue in which the ad will be placed.

ADVERTISING INQUIRIES

All questions regarding advertising within the Irish Examiner newspaper should be addressed to our Sales Department which can be reached by phone on (212) 994-8042, or via e-mail at advertising@irishexaminerusa.com.