

## Classifieds

Ads may be submitted via email attachemnets, to [dereje@zethiopia.com](mailto:dereje@zethiopia.com) or via CD Mailed to P.O.Box 2049 Fair fax, VA 22031  
For any questions Call/fax 202-518 0245 www.zethiopia.com

## Advertisement Rates on Zethiopia Broadsheet Newspaper

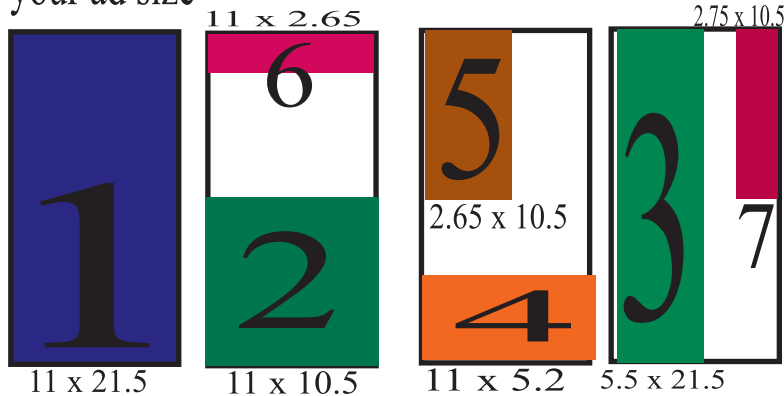
Ad type Number <small>(see your Ad size below )</small>	AD size	Price Per Issue	
		Color	Black & White
1	Full page	\$870	\$750
2	Half Page	\$480	\$370
3	Half page	\$450	\$370
4	Quarter page	\$290	\$250
5	Quarter page	\$290	\$250
6	1/8th of a page	\$150	\$ 95
7	1/8th of a page	\$150	\$ 95

Regular Text Classifieds \$ 1.50 a Word, \$30 minimum All text is one size (10 font size). No charge for the boldface heading. No special Typography, logos or paragraph braks.  
Boxed Classifieds , \$20 per column-inch more graphic Flexibility  
Dirctory of Services ads 3- month minimum, business card size 3.5x2.5 inchs \$35

## ORDER FORM

Comapany / Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City, state & Zip \_\_\_\_\_  
 Contact Name \_\_\_\_\_  
 Phone/Fax \_\_\_\_\_  
 Email \_\_\_\_\_

your ad size



All sizes units based in inches

Ad Type No \_\_\_\_\_ Start issue No. \_\_\_\_\_  
 No of issues \_\_\_\_\_ X (Price for the AD Per issue) \_\_\_\_\_  
 Total- \$ \_\_\_\_\_  
 Pymnt in Advance \_\_\_\_\_ ...Due \_\_\_\_\_  
 Signature \_\_\_\_\_ Print Name \_\_\_\_\_  
 Date \_\_\_\_\_  
 Zethiopia Rep \_\_\_\_\_

### AD FORMAT

Acceptable format include, PDF, JPG, TIFF, PSD, All PDF's Must have font embedded All ads must be in electronic format.  
 Minimum resolution: Black & White line art: 600dpi (higher if art has fine detail)  
 Grayscale photos: 240dpi  
 Color photos: 300 dpi  
 Web graphics or Internet art is 72dpi and UNACCEPTABLE for print.  
 Please make sure your PDFs do not contain any RGB images. Color in a document must be built using CMYK.

### PAYMNET

Payment must be mead out to Ze Ethiopia Corp. Payment for 1-3 issue advertisements must be made in advance. 50% of total invoice if advertising in 4-6 issues and 25% of total invoice if advertising in 6 or more issues. All payments required prior to the first advertisements getting printed.

### NOTE

Zethiopia is not responsible for errors or omissions in advertising that provide camera-ready format. Zethiopia makes no adjustments to color, ink balance, lightness or darkness, sharpness or dot gain. Digital materials are considered camera-ready and will publish as provided by advertisers

Unless otherwise agreed Zethiopia has the right to insert advertisement in various locations of the newspaper at its discretion.  
 By singing this form, you agree to pay the published rates for the advertisements on Zethiopia and to abide by the terms and conditions specified above.

Call for Special Ad Request  
**202 518 0245**