



Hell's Kitchen

Proud member of the Independent Press Association and University Wire

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What is Hell's Kitchen?

Named in part after the infamous neighborhood in NYC where authors such as O' Henry and Thomas Wolfe found much of their inspiration, Hell's Kitchen is a not for profit (501(c)(3)) federation of like-minded organizations.

Started four years ago by students in Rochester, New York, Hell's Kitchen has had material printed on the Uwire and USA Today web sites.

1998-1999 (53AT) Publication Dates:*

September 2, 9, 16, 23, 30

October 7, 14, 21, 28

November 4, 11

December 2, 9, 16

January 6, 13, 20, 27

February 3, 10, 17, 24

March 10, 17, 24, 31

April 7, 14, 21, 28

May 5, 12

*All dates subject to change.

Weekly Advertisement Rates:**

50% off for local businesses

10% off for ten week blocks

Full Page (7.62x9.96)..... \$100/week

Half Page (7.62x4.92)..... \$50/week

Quarter Page (3.75x4.92)..... \$30/week

Eighth Page (3.75x2.44)..... \$16/week

Per Column (2.44x9.96)..... \$32/week

Other (per 1in²)..... \$1.40/in²

Placement for all advertising is the prerogative of Hell's Kitchen and cannot be guaranteed.

**Dimensions listed are for the proofs, though the different branches of Hell's Kitchen may print at different scales. All proportions of proofs will be strictly maintained.

Classified Advertising:

Advertisements appear in the classified section. Please limit to 35 words each at \$5.00 per ad, per week. All ads must be pre-paid.

Mechanical Requirements:

Hell's Kitchen requires that all proofs be submitted in proportion to the specifications given in "Weekly Advertisement." All artwork or photographs remain the property of the artist/artists. Hell's Kitchen is not responsible for damage to artwork or photographs submitted for publication. Hell's Kitchen can not return material sent unless prior arrangements are made.

Publication Requirements:

Hell's Kitchen is published every Wednesday of the collegiate academic year—as indicated by our schedule of publication dates—in addition to several "special issues" which appear periodically. We recommend that once a date is set for your ad, you contact our public relations department to reserve space in the desired issue. **Deadline for copy ready material is one week prior to publication.** All copy ready material must be submitted on **Macintosh format on 3.5" floppy disks, Iomega Zip 100 disks, hard copies which are ready to be scanned, or sent as compressed files via email.**

Acceptable applications are: **QuarkXPress, Adobe Illustrator, Adobe Photoshop, Adobe Acrobat, and Adobe Pagemaker.** Images and fonts must be included. Due to production constraints, no materials will be accepted that do not meet these requirements. Questions? Call 716.234.3120, or e-mail "diablo@cs.h.rit.edu"