

Rates and Mechanical Requirements

Special Notices:

Cover schedules can only be cancelled if 90 days written notice is given prior to the issues' closing date. If covers are cancelled before the schedule is complete, a short-rate premium charge of \$200 will be applied to each cover used, in addition to the earned rate.

Special positions are available at a premium rate. Special positions are only available on a 2X rate basis or more.

Templates show non-bleed advertisement sizes in relation to the magazine's trim size. The actual positioning of advertisements may vary.

Digital Advertising Specifications

Platform: PC

Media Accepted: Floppy, Zip, Jaz, CD-ROM

Supported Applications: Pagemaker, Photoshop, Corel Draw. A proof must accompany your disk.

Resolution: 300 dpi saved in Tiff or EPS format. Do not use compression.

Color: Color images should be saved in CMYK format with the following separation setup: UCR with medium black generation, total ink amount 280%, black limit 90%. If a matched spot color/Pantone color has been purchased, please note the color on your laser proof and make sure that process color separations are not chosen.

Graphics: Include all placed graphics on the disk. Do not embed images in your file.

Trappings: Do not trap files. If necessary this will be done in our pre-flighting.

Fonts: Include all fonts on the disk (printer and screen).

Note: Please include the name, phone number, and address of the designer of the ad in case we need to contact them. Charges will apply to changes.

Advertisements

Page Rate	4x	3x	2x	1x
Full - B/W	\$1,950	\$2,070	\$2,235	\$2,395
2/3 - B/W	\$1,370	\$1,525	\$1,680	\$1,835
1/2* - B/W	\$1,160	\$1,250	\$1,345	\$1,435
1/2 - B/W	\$1,160	\$1,250	\$1,345	\$1,435
1/3 - B/W	\$ 760	\$ 850	\$ 945	\$1,035
1/4 - B/W	\$ 625	\$ 715	\$ 805	\$ 895

Color Rates	4c	Matched	2c
	\$600	\$450	\$450
Film Output	\$250 each		

Spread Rate	4x	3x	2x	1x
Full - B/W	\$3,430	\$3,820	\$4,210	\$4,600
Full - 4/C	\$4,645	\$4,995	\$5,340	\$5,685
1/2 - B/W	\$2,500	\$2,765	\$3,030	\$3,295
1/2 - 4/C	\$3,095	\$3,300	\$3,500	\$3,700

Special Positions

* = island 1/2 page rate

Bleed - no charge

Cover 2 (inside front cover): 20% premium

Cover 3 (inside back cover): 15% premium

Cover 4 (outside back cover): 20% premium

Mechanical Specifications

- a. **Magazine Trim Size:** 8.25 X 10.75
- b. **Bleed Size:** 1/8" added to trim size all around
- c. **Binding:** Saddle Stitch
- d. **Display Ad Sizes:**

1 page	7"	10"
2/3 page	4 1/2"	10"
1/2 island	4 1/2"	7 1/2"
1/2 horizontal	7"	4 7/8"
1/2 vertical	3 3/8"	10"
1/3 square	4 1/2"	4 7/8"
1/3 vertical	2 1/8"	10"
1/4 page	3 3/8"	4 3/4"

Halftones, 133 line screen

Printing by sheet-fed offset press

Negatives furnished should be emulsion down, reading right. Send film attention Rose Faus to address below.