

# Advertising Rate Card

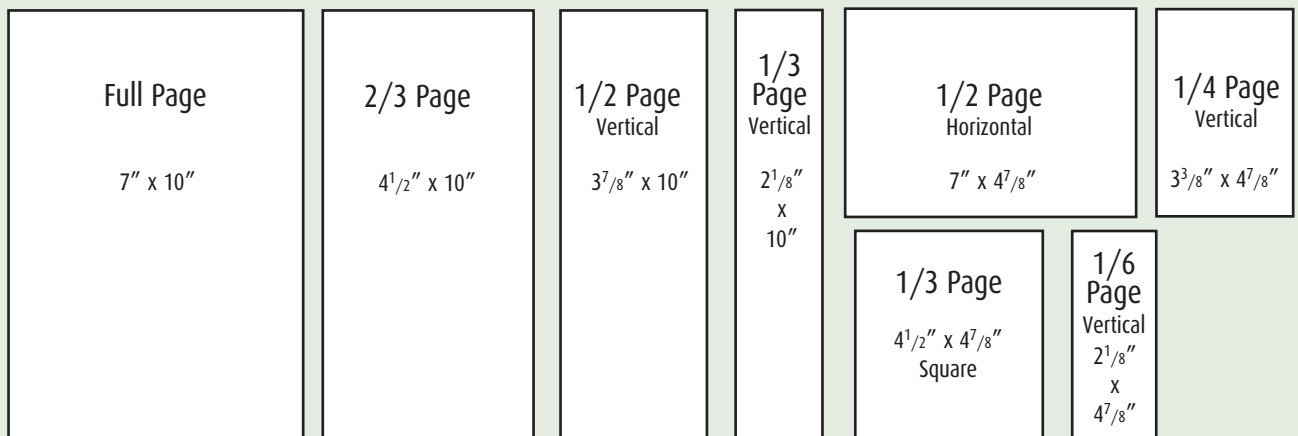
**General Policy:** All advertising insertions, orders, contracts and materials are subject to approval by the publisher. Cancellation of space orders will not be accepted after space closing date. All contracts must be in writing. Verbal agreements will not be honored.

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## ADVERTISING RATES & AD SIZES

*Advertising rates are based on 4 issues per year*

| Size                              | Color   |
|-----------------------------------|---------|
| Back Cover                        | \$6,000 |
| Inside Covers                     | \$5,000 |
| Full Page                         | \$4,000 |
| 2/3 Page                          | \$3,000 |
| 1/2 Page (horizontal or vertical) | \$2,000 |
| 1/3 Page (square or vertical)     | \$1,600 |
| 1/4 Page (vertical)               | \$1,200 |
| 1/6 Page                          | \$800   |



## MECHANICAL SPECIFICATIONS

**Process:** Saddle stitched standard size magazine, printed on coated enamel paper stock. Color ads are produced CMYK (4/Color) unless a matched PMS color is specified.

**Trimmed page size:** 7 7/8" x 10 3/4"

**Width of type page:** 7" (42 picas)

**Depth of type page:** 10" (60 picas)

**Bleed page size:** 8 1/8" x 11"

**Bleed spread size:** 16 " x 11"

**Bleed requirements:** full pages and spreads only, keep live matter at least 1/2" (3 picas) inside of bleed di-mensions for trimming safety.

**Furnished ad materials held for only 12 months, unless otherwise specified.**

**Materials accepted:** Digital files furnished via email or Dropbox. Submit ads as a PDF-X1a format created with Adobe Acrobat/Distiller version 6.0 or Native application file such as Illustrator, etc. in either Mac or PC formats. Include all high resolution CMYK images at 300 dpi resolution. No RGB or JPEG im-ages permitted. Embed all fonts. DO NOT subset or allow substitution of fonts when converting PDF file. No TrueType or fonts other than genuine Adobe type fonts. Right-reading, Portrait Mode, 100% Size, No Rotations. No crop marks, color bars, register marks, etc. inside the live area of any file.



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