

Rate Card: Effective January 2010
Frequency: Weekly
ABC Audited

Unit Size

4/color	1x	3x	6x	9x	13x	26x
Full Page	\$4,625	\$4,485	\$4,350	\$4,210	\$4,025	\$3,705
Super Jr. Page	\$3,930	\$3,815	\$3,695	\$3,580	\$3,420	\$3,145
2/3 Page	\$3,560	\$3,455	\$3,350	\$3,240	\$3,100	\$2,850
Jr. Page	\$3,705	\$3,590	\$3,480	\$3,370	\$3,220	\$2,555
1/2 Page	\$2,915	\$2,830	\$2,740	\$2,655	\$2,535	\$2,330
Digest Page	\$2,545	\$2,470	\$2,390	\$2,315	\$2,210	\$2,035
1/3 Page	\$2,130	\$2,065	\$2,000	\$1,935	\$1,850	\$1,700
1/4 page	\$1,990	\$1,930	\$1,865	\$1,810	\$1,730	\$1,590

2/color	1x	3x	6x	9x	13x	26x
Full Page	\$3,595	\$3,490	\$3,375	\$3,265	\$3,125	\$2,880
Super Jr. Page	\$3,055	\$2,965	\$2,875	\$2,780	\$2,660	\$2,445
2/3 Page	\$2,765	\$2,685	\$2,600	\$2,515	\$2,405	\$2,210
Jr. Page	\$2,880	\$2,790	\$2,700	\$2,615	\$2,505	\$1,985
1/2 Page	\$2,265	\$2,200	\$2,130	\$2,060	\$1,970	\$1,810
Digest Page	\$1,975	\$1,920	\$1,860	\$1,795	\$1,720	\$1,585
1/3 Page	\$1,655	\$1,605	\$1,555	\$1,505	\$1,440	\$1,325
1/4 page	\$1,545	\$1,500	\$1,450	\$1,410	\$1,345	\$1,235

Covers	1x	3x	6x	9x	13x	26x
Cover 2	\$5,740	\$5,570	\$5,395	\$5,220	\$4,995	\$4,595
Cover 3	\$5,320	\$5,160	\$5,000	\$4,840	\$4,625	\$4,255
Back cover	\$6,135	\$5,945	\$5,760	\$5,580	\$5,335	\$4,905

2010 Issue and Closing Dates

ISSUE	ON-SALE	AD CLOSE	MAT. DUE	ISSUE	ON-SALE	AD CLOSE	MAT. DUE
01/04/10	12/25/09	11/20/09	11/27/09	07/05/10	06/25/10	05/21/10	05/28/10
01/11/10	01/01/10	11/27/09	12/04/09	07/12/10	07/02/10	05/28/10	06/04/10
01/18/10	01/08/10	12/04/09	12/11/09	07/19/10	07/09/10	06/04/10	06/11/10
01/25/10	01/15/10	12/11/09	12/18/09	07/26/10	07/16/10	06/11/10	06/18/10
02/01/10	01/22/10	12/18/09	12/25/09	08/02/10	07/23/10	06/18/10	06/25/10
02/08/10	01/29/10	12/25/09	01/01/10	08/09/10	07/30/10	06/25/10	07/02/10
02/15/10	02/05/10	01/01/10	01/08/10	08/16/10	08/06/10	07/02/10	07/09/10
02/22/10	02/12/10	01/08/10	01/15/10	08/23/10	08/13/10	07/09/10	07/16/10
03/01/10	02/19/10	01/15/10	01/22/10	08/30/10	08/20/10	07/16/10	07/23/10
03/08/10	02/26/10	01/22/10	01/29/10	09/06/10	08/27/10	07/23/10	07/30/10
03/15/10	03/05/10	01/29/10	02/05/10	09/13/10	09/03/10	07/30/10	08/06/10
03/22/10	03/12/10	02/05/10	02/12/10	09/20/10	09/10/10	08/06/10	08/13/10
03/29/10	03/19/10	02/12/10	02/19/10	09/27/10	09/17/10	08/13/10	08/20/10
04/05/10	03/26/10	02/19/10	02/26/10	10/04/10	09/24/10	08/20/10	08/27/10
04/12/10	04/02/10	02/26/10	03/05/10	10/11/10	10/01/10	08/27/10	09/03/10
04/19/10	04/09/10	03/05/10	03/12/10	10/18/10	10/08/10	09/03/10	09/10/10
04/26/10	04/16/10	03/12/10	03/19/10	10/25/10	10/15/10	09/10/10	09/17/10
05/03/10	04/23/10	03/19/10	03/26/10	11/01/10	10/22/10	09/17/10	09/24/10
05/10/10	04/30/10	03/26/10	04/02/10	11/08/10	10/29/10	09/24/10	10/01/10
05/17/10	05/07/10	04/02/10	04/09/10	11/15/10	11/05/10	10/01/10	10/08/10
05/24/10	05/14/10	04/09/10	04/16/10	11/22/10	11/12/10	10/08/10	10/15/10
05/31/10	05/21/10	04/16/10	04/23/10	11/29/10	11/19/10	10/15/10	10/22/10
06/07/10	05/28/10	04/23/10	04/30/10	12/06/10	11/26/10	10/22/10	10/29/10
06/14/10	06/04/10	04/30/10	05/07/10	12/13/10	12/03/10	10/29/10	11/05/10
06/21/10	06/11/10	05/07/10	05/14/10	12/20/10	12/10/10	11/05/10	11/12/10
06/28/10	06/18/10	05/14/10	05/21/10	12/27/10	12/17/10	11/12/10	11/19/10

Ad Dimensions

All Advertisements are non-bleed.

Unit	Dimensions
Full Page	8-15/16" X 10-3/8"
2/3 Page (V)	5-7/8" X 10-3/8"
2/3 Page (H)	8-15/16" X 6-3/4"
1/2 Page (V)	4-5/16" X 10-3/8"
1/2 Page (H)	8-15/16" X 5-3/8"
Digest Page	5-1/4" X 7-1/8"
1/3 Page (V)	2-7/8" X 10-3/8"
1/3 Page (H)	8-15/16" X 3-3/8"
1/3 Page (SQ)	5-1/4" X 5-1/4"
1/4 Page (V)	2-1/8" X 10-3/8"
1/4 Page (SQ)	4-5/16" X 5-1/8"
2 Page Spread	18-1/8" X 10-3/8"

Material Specifications

Preferred Material: Digital Files

Colors: CMYK (no pantone or spot color), black type should be 100k overprint (no 4/c black or knockout)

Digital Files: PDF (with imbedded fonts) and PDF x/1a preferred, TIFF-IT/P1 (CT/LW) accepted.

Platform: Mac or PC Accepted Media: CD or DVD

Proofing: 2 GAA/SWOP color accurate certified proofs

No native applications accepted.

All digital files must conform to SWOP standards. All files must be clearly identified with corresponding proof to exact size, incorporating all final versions of color and type. Indicate publication name, issue date and advertiser name on the disk. Digital files must be correct size with no extra image. All crop and register marks must be 1/2" outside the trim of the magazine. All type must meet GAA/SWOP specifications for size & thickness. All reverse type must incorporate spreading in undercolors where applicable.

Screen ruling: 150-linescreen. Total area coverage: Minimum 280% total 4/c density for blacks. Maximum density is 300% Minimum ink density each printing color recommended: 5% Minimum line rule thickness required: .5pt overprinting, non-screened Minimum image resolution: 300 dpi

Send all production materials to:

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