

## MAGAZINE RATE SHEET

(effective February 1, 2012. All rates are net.)

### 62,500 READERS EVERY MONTH

BLACK & WHITE ADS	1X	3X	6X	11X
FULL	1,300	1,105	1,040	975
HALF	740	630	590	555
1/3	570	485	455	430
1/4	400	340	320	300
1/6	290	245	230	220
1/8	230	195	185	175

PREMIUM POSITIONS	1X	3X	6X	11X
BACK COVER	2,000	1,700	1,600	1,500
INSIDE FRONT COVER	1,800	1,540	1,450	1,360
INSIDE BACK COVER	1,700	1,450	1,360	1,275

\*Rates shown are per month charges and are based on receiving camera-ready artwork.

#### Color (per insertion)

Spot Color: add 10% of monthly rate,

4-color: add 20% of monthly rate

#### Guaranteed Position

All ads do not have a page placement guarantee.

**Premium/Guaranteed placement: add 20% of monthly rate.**

## AD SIZES & SPECIFICATIONS

### AD SIZES

Full Page 7.5" wide x 10" high	1/3 Page Vertical 3.5" wide x 7.5" high
Full Page Bleed 8.75" wide x 11" high Safe or live area 7.5" wide x 9.75" tall	1/4 Page Vertical 3.5" wide x 4.5" high
1/2 Page Vertical 3.5" wide x 9.5" high	1/4 Page Horizontal 7.5" wide x 2" high
1/2 Page Horizontal 7.5" wide x 4.5" high	1/6 Page 3.5" wide x 3" high
1/3 Page Horizontal 7.5" wide x 3.5" high	Business Card 3.5" wide x 2" high

### CAMERA-READY INFORMATION

- Ads may be submitted as native layered files (with all collected/packaged necessary files & fonts), PDFs or other high-resolution formats.
- Acceptable formats for camera-ready submissions: \*.PDF, \*.EPS, \*.AI, \*.PSD, \*.TIF, \*.INDD
- Ads should be submitted by e-mail.
- Smaller ad with file sizes (8MB or less) may be e-mailed to your account executive.
- For larger ads, please upload to our Drop Box account,
- We cannot accept camera-ready files created in: Adobe Pagemaker, Microsoft Publisher, Microsoft Word or any other non-graphic program.

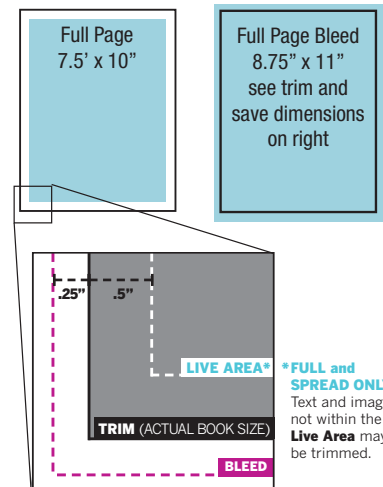
### FONT INFORMATION

- Include ALL font files (Adobe Postscript preferred), and include any fonts that were used to create \*.EPS, \*.AI or \*.INDD files.
- When using Adobe Illustrator to create an ad or any elements included within an ad, please make sure all type is converted to outlines, or font files are included when submitting ad files.

### IMAGE INFORMATION

- Include ALL placed artwork, embedded graphics and all other relevant materials. File formats for any images provided must be \*.PSD, \*.TIF or \*.EPS. When saving a file as an \*.EPS, please make sure that there is no JPEG encoding. Please do not save any \*.TIF files with LZW compression. All image resolution must be at least 300 dpi.
- Please make sure your 4-color images are CMYK (not RGB or pantone) to ensure proper printing of your ad.
- Any ads created on a PC must be translated to an \*.EPS file, which can be read by Adobe Illustrator or Adobe Photoshop. If you are using CorelDraw!, please convert all text to curves and export your ad to an \*.EPS or \*.AI (Adobe Illustrator) file.
- When using Black as a color for text, graphics or outline, it has to be a 100 black ink only, do not use all four CMYK colors to make black.

### FULL PAGE SIZE ADS



### FULL PAGE, BLEED DIMENSIONS

Please follow these directions for ads designed with the image going off the page edge (bleed). Ad must be built at 8.75" x 11", all content must fit within a 7.5 x 9.75" space. The extra space is for the trim and to keep content away from edge to avoid being trimmed off.

### AD DESIGN CHARGES

All ads not furnished "camera ready" will incur the following production charges:  
 Business Card: \$35  
 1/6 page: \$40  
 1/4 page: \$50  
 1/3 page: \$55  
 1/2 page: \$60  
 Full page: \$75  
 We accept the following credit cards: MasterCard, VISA, Discover. Please make checks payable to: EAST COBBER  
**PRODUCTION FEES**  
 Rates include two proofs of revisions. Additional proofs or revisions are \$25 each.