

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
7.5' x 10"

Full Page Bleed
8.75" x 11"
see trim and
save dimensions
on right

LIVE AREA*

TRIM (ACTUAL BOOK SIZE)

BLEED

***FULL and SPREAD ONLY:**
Text and images
not within the
Live Area may
be trimmed.

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.

MAGAZINE RATE SHEET

62,500 READERS EVERY MONTH

| BLACK & WHITE ADS | 1X | 3X | 6X | 11X |
|-------------------|-------|-------|-------|-----|
| FULL | 1,300 | 1,170 | 1,050 | 950 |
| HALF | 740 | 655 | 590 | 530 |
| 1/3 | 530 | 475 | 425 | 385 |
| 1/4 | 400 | 340 | 320 | 300 |
| 1/6 | 290 | 260 | 235 | 210 |
| 1/8 | 230 | 210 | 185 | 175 |

| PREMIUM POSITIONS | 1X | 3X | 6X | 11X |
|---------------------------|-------|-------|-------|-------|
| BACK COVER | 2,000 | 1,800 | 1,650 | 1,500 |
| INSIDE FRONT COVER | 1,800 | 1,650 | 1,500 | 1,400 |
| INSIDE BACK COVER | 1,700 | 1,500 | 1,400 | 1,300 |

*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.