

PRODUCTION SPEC SHEET

Magazine Trim Size

9" x 10.875"

add .125 to all sides beyond trim for full page and spread ads.
keep live matter .25" inside trim.
in addition for spreads, keep live matter .25 from middle of spread

Ad Size Specifications

fractional ads (two-thirds and smaller) cannot have a bleed

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|  Spread 18.25 x 11.125 |  Half Horiz..... 7.65 x 4.5 |
|  Full Page 9.25 x 11.125 |  Third Vertical..... 2.5 x 9.27 |
|  Two-Thirds 5 x 9.27 |  Third Square 5 x 4.5 |
|  Half Vertical..... 3.75 x 9.27 |  Quarter..... 3.75 x 4.5 |

Printing

web offset, perfect binding

Digital Material Specifications

Acceptable formats: Press ready PDF files preferred, all images hires @ 300 DPI, all colors converted to CMYK (no spot or Pantone colors accepted), InDesign CS6 native files, Photoshop, and Illustrator. (PageMaker, Publisher and other formats will NOT be accepted).

If supplying native files, include all fonts and all linked digital high-resolution images (either EPS or TIFF files — DO NOT use LZW or JPEG compression) set up for CMYK color. (Process colors will be used to match PMS colors.)

Photoshop documents should be at a minimum resolution of 300 DPI and placed at 100% in the InDesign document.

Photos, transparencies and 35mm slides accepted for scanning into B&W and color ads. (See production charges below.)

Digital proofs sent for color accuracy of ads is upon discretion of advertiser. Please note: Publisher is not responsible for color accuracy of your ad if a digital proof is not sent.

Sending Digital Materials

When sending electronic files, all files must adhere to the guidelines for acceptable media (see above).

If sent via e-mail, there is a 10MB limit set for all files as a maximum. If the file is too large to send via email, please contact your sales coordinator for FTP access.

Production Charges

Charge for in-house production of ads is \$100 per hour with a \$25 minimum.

Photo retouching is charged at \$120 per hour.

Scanning of four-color material to digital format priced according to size.
Minimum charge: \$95
Digital color proof: \$50

Archiving

The Publisher will retain digitally formatted ads in its archives for twelve months, after which they will be discarded, unless the advertiser requests their return.

Publisher's Policies

frequency discounts are based on the number of insertions within a 12-month contract year. To qualify for billing at a frequency discount, advertisers must execute a signed contract. Otherwise, billing will be at the one-time rate. If a contract is not fulfilled for the frequency specified in the contract, they will be liable only for the amount of a short-rate, i.e. the difference between the rate at which they were billed and the rate actually earned. Advertisers can earn a higher frequency discount on additional insertions above their contract rate if they reach the next higher frequency level during their contract year.

payment terms for new accounts, payment is due in advance for the first insertion or when credit is approved. Payment of invoices is due on presentation. 1.5% per month service charge on balances due over 30 days. Advertising not accepted for accounts that are 90 days past due.

rate changes Publisher will notify advertisers on contract at least 30 days prior to the closing date of the issue for which the rate change becomes effective. Contract advertisers are rate protected at their initial rate through the end of their contract year.

- Acceptance and approval of final proofs of advertisements by the advertiser or his agency will constitute indemnification of the publisher against any claims by the advertiser for material loss or expense resulting from errors or omissions in the copy text. Publisher is not liable for errors in key numbers or other type set by the publisher when ad material is received after closing date.
- Publisher reserves the right to refuse any advertising and will not be liable for damages if, for any reason, he fails to publish an advertisement.
- Cancellations must be received no later than the fully prepared digital ads due date; the publisher reserves the right to repeat an advertiser's previous ad or charge for the space if acceptable material is not received by this deadline.
- Publisher shall be indemnified by the advertiser or his agency against any loss or expense resulting from claims or suits based upon the contents or subject matter contained in his advertisements, including, but not limited to, claims or suits for libel, violation of right of privacy, plagiarism and copyright infringement.
- Publisher will not be bound by any conditions appearing on insertion order when such conditions conflict with publisher's policy.