

4 COLOR AD RATES

Size	1x
2 page Spread*.....	\$2,995
Outside Back Cover.....	\$2,395
Inside Front Cover.....	\$2,140
Inside Back Cover.....	\$1,965
Full Page.....	\$1,710
1/2 Page horiz & vert.....	\$1,285
1/3 Page square	\$1,045

* Reprints available for 2 page spread - call for rates.

BLACK & WHITE AD RATES

Size	1x
Full Page.....	\$1,285
1/2 Page horiz & vert.....	\$ 835
1/3 Page square	\$ 680

- All ad rates are per insertion.
- Specialty pre-press work is billed at industry standard rates
- Color may be added to b&w ads for an additional \$100 per color
 - Colors are produced in a 4-color process format, not PMS

ARTICLE OR PROFILE RATES

Plus a Bonus of 500 Reprints on 100 lb. Text Paper and UV Coated

1 Page/1 photo.....	\$2,295
2 Page/2 photos.....	\$3,495
4 Page/4 photos.....	\$4,950
6 Page/6 photos.....	\$5,950

PREFERRED PLACEMENT RATES

For standard rates the publisher reserves the right to select ad location. For premium ad space, the advertiser may pay a 10% preferred placement rate and select ad location or page dominance, provided that the ad space is 4-color.

CLOSING DEADLINES

Ad Close Deadline: July 1, 2010.

FOR MORE INFORMATION PLEASE CONTACT

PUBLISHER'S COPY PROTECTIVE CLAUSE

All advertising is subject to approval. The publisher reserves the right to reject any advertising which is not in keeping with the publisher's standards. Advertisers and advertising agencies assume liability for all content of advertisements printed and assume responsibility for any claims which may arise against publisher from their advertising. The publisher is not liable for errors in the index to advertising. Publisher states that both advertisers and advertising agencies are equally responsible for payment of advertising appearing in this publication. **Payment in full required for all advertising and company profiles prior to publication.**

MECHANICAL SPECS

Final Trim: 8.5" wide x 11" tall
 Binding: Perfect binding
 Cover: Sheet fed on 100 lb. gloss text
 Cover Pages: UV Coated
 Body: Sheet fed on 70 lb. gloss text
 Line Screen: 175

DIGITAL OUTPUT SPECS

Macintosh platform preferred.

REQUIRED ITEMS FOR DIGITAL OUTPUT:

- Hard copy/proof at 100% final size
- All fonts
 - Apple compatible fonts
 - Provide both printer & screen fonts if using postscript fonts
- All images
 - TIF or EPS format
 - 350 ppi resolution at 100% size (CMYK or Grayscale)
 - 800 ppi bitmap (line art)

ACCEPTABLE APPLICATIONS

Adobe InDesign®
 Adobe Illustrator®
 Adobe Photoshop®
 PDF Format: Press Optimized [PDF/X-1a preferred]

FTP TRANSFER

Files may be uploaded to our ftp site.

ADVERTISING PAGE DIMENSIONS

<p>Full page bleed</p> <p>Bleed: 8 3/4" x 11 1/4"</p> <p>Trim: 8 1/2" x 11"</p> <p>Live Area: 7 1/2" x 10"</p>	<p>Full page</p> <p>7 1/2" x 10"</p>	<p>1/2 page horizontal bleed</p> <p>Bleed: 8 3/4" x 5 5/8"</p> <p>Trim: 8 1/2" x 5 1/2"</p> <p>(bleeds top, left & right)</p>
<p>1/2 page horizontal</p> <p>7 1/2" x 5"</p>	<p>1/2 page vertical</p> <p>4 7/8" x 7 1/2"</p>	<p>1/3 page square</p> <p>4 7/8" x 5"</p>