

## STANDARD RATES

| BLACK & WHITE | 1 X      | 3 X     | 6 X     |
|---------------|----------|---------|---------|
| Spread        | \$10,000 | \$9,000 | \$8,000 |
| Full Page     | \$6,500  | \$5,850 | \$5,200 |
| 2/3 Page      | \$5,200  | \$4,680 | \$4,160 |
| 1/2 Page      | \$4,300  | \$3,860 | \$3,430 |
| 1/3 Page      | \$3,100  | \$2,800 | \$2,500 |
| 1/6 Page      | \$1,800  | \$1,680 | \$1,500 |

| COLOR        | 1 X      | 3 X     | 6 X     |
|--------------|----------|---------|---------|
| Spread       | \$11,000 | \$9,900 | \$8,800 |
| Back Cover   | \$8,700  | \$7,830 | \$6,960 |
| Inside Cover | \$7,975  | \$7,180 | \$6,380 |
| Full Page    | \$7,150  | \$6,435 | \$5,720 |
| 2/3 Page     | \$5,720  | \$5,150 | \$4,575 |
| 1/2 Page     | \$4,720  | \$4,250 | \$3,775 |
| 1/3 Page     | \$3,435  | \$3,090 | \$2,745 |
| 1/6 Page     | \$2,060  | \$1,850 | \$1,645 |

## NON-PROFIT AND BOOK RATES

| BLACK & WHITE | 1 X     | 3 X     | 6 X     |
|---------------|---------|---------|---------|
| Spread        | \$6,300 | \$5,670 | \$5,040 |
| Full Page     | \$3,950 | \$3,550 | \$3,160 |
| 2/3 Page      | \$2,975 | \$2,675 | \$2,380 |
| 1/2 Page      | \$2,375 | \$2,140 | \$1,900 |
| 1/3 Page      | \$1,775 | \$1,600 | \$1,420 |
| 1/6 Page      | \$950   | \$850   | \$760   |

| COLOR     | 1 X     | 3 X     | 6 X     |
|-----------|---------|---------|---------|
| Spread    | \$6,930 | \$6,240 | \$5,550 |
| Full Page | \$4,350 | \$3,910 | \$3,480 |
| 2/3 Page  | \$3,275 | \$2,950 | \$2,620 |
| 1/2 Page  | \$2,625 | \$2,360 | \$2,100 |
| 1/3 Page  | \$1,950 | \$1,750 | \$1,560 |
| 1/6 Page  | \$1,050 | \$950   | \$840   |



## PRINT ADVERTISING SPECS

|                       |                  |
|-----------------------|------------------|
| Full Page (bleed)     | 8.125" x 10.875" |
| Full Page Trim size   | 7.875" x 10.625" |
| Full Page (no bleed)  | 6.875" x 9.625"  |
| 2/3 page (vertical)   | 4.5" x 9.625"    |
| 1/2 page (horizontal) | 6.875" x 4.75"   |
| 1/3 page (square)     | 4.5" x 4.75"     |
| 1/3 page (vertical)   | 2.25" x 9.625"   |
| 1/6 page (vertical)   | 2.25" x 4.75"    |

### CHECKING YOUR PAGE ELEMENTS AND LAYOUT FILES:

#### CHECKING YOUR IMAGES INDIVIDUALLY IN PHOTOSHOP:

- Resolution — optimum resolution for CMYK and grayscale images is 300dpi or greater; 1200dpi for bitmap images
- Colorspace — all images should be CMYK or Grayscale (RGB images should be converted before placing)
- Visual Quality, Color Balance — Use a properly-calibrated monitor to determine that the image is usable as-is; that it has not been artificially “rezzed-up”; that colors look natural.
- Total Area Coverage — Total of ink percentages should be <300; you should check any dark areas in your images

#### THINGS TO CHECK IN YOUR NATIVE (QUARKXPRESS, INDESIGN, ILLUSTRATOR) PAGE FILE:

- Document size — ensure that it matches the ad size specified by the publisher
- Colors — For 4/c and grayscale ads, be sure that you remove/convert any spot or RGB colors
  - Check that you are not using any rich blacks that exceed 300 total ink percentage
  - Be careful not to use 4/c black for small text
- Perform a ‘preflight’ check on your page-layout files — a preflight function may be available within your application; there are also 3rd party utilities available

- If you are working in InDesign or Illustrator, we recommend converting all type to outlines to avoid font problems
- Knockouts — reverse type and line art should not be less than .007” (1/2 point rule) at the thinnest part of a character or rule. In practice, this translates to roughly 10 pt for the average sans-serif bold type.

#### FOR FULL-PAGE ADS:

- Bleed amount — set guides 1/8” outside of document trim and make sure all bleed elements are opened.
- Safe Content Area — All non-bleeding graphic elements should sit inside trim area at least 1/4”

#### GENERATING PDF’S

If you are using InDesign, Illustrator or QuarkXpress 7x to create your files, you can export pdf files directly from the application. (You can use a ‘PDF/X-1a’ factory preset, but be sure to turn on the bleed setting for full-page ads.) We recommend that Quark 6 users employ the postscript/distill method for making PDF files, or simply save as EPS format.

**Workflow Tip:** Always double-check your PDF settings before making your final PDF file

#### CHECKING YOUR FINAL PDF FILE IN ADOBE ACROBAT PRO:

- Open and visually check your PDF file in Acrobat
- Check for: spot colors, missing fonts, insufficient image resolution, RGB elements, and vector/type elements with ink coverage >300
- Image ‘TAC’ — total ink coverage on images should be <300 — it can be checked by using the ‘Total Area Coverage’ function, located under ‘Tools > Print Production > Output Preview’ in Acrobat versions 7 and 8
- Check the color of any small black type by turning off the Black plate in ‘Output Preview’

#### CONTRACT PROOF

Ideally, SWOP certified proofs with color bars should be provided for all ads. A contract proof should be at least 700 dpi and continuous tone. Any proofs that are provided should be printed from the final PDF file.