

AD Rates

Inside Positions

All rates are per insertion

X 1 Insertion	X 3 Insertions	X 6 Insertions
FP\$2,980	FP\$2,650	FP\$2,340
2/3P\$2,400	2/3P\$2,295	2/3P\$2,025
1/2P\$1,850	1/2P\$1,700	1/2P\$1,600
1/3P\$1,410	1/3P\$1,275	1/3P\$1,095
1/4P\$1,025	1/4P\$950	1/4P\$895
1/6P\$850	1/6P\$725	1/6P\$695
1/9P\$575	1/9P\$525	1/9P\$475

Premium positions or guaranteed placements available for a 15% surcharge.

All rates are "Net" rates and are non-commissionable.

Cover Positions

All rates are per insertion

Back Cover	Inside Front Cover	Inside Back Cover
X1\$3,950	X1\$3,450	X1\$3,100
X3\$3,650	X3\$3,100	X3\$2,900
X6\$3,500	X6\$2,850	X6\$2,750

Market Ad Positions

All rates are per insertion

1X - 3X Insertion	4X - 6X Insertions	Market Ad Size
1/2P\$1,395	1/2P\$1,325	1/2P6.875" x 4.625"
1/3P\$895	1/3P\$850	1/3P4.4375" x 4.625" (vertical) 2.125" x 9.5625"
1/6P\$495	1/6P\$450	1/6P4.5" x 2.125" (vertical) 2.125" x 4.6875"
1/9P\$395	1/9P\$350	1/9P2.125" x 3"

Production Fees:

1/3 ad or smaller \$95 per ad for ad design

Larger or more complicated ads start at \$150 per ad

Photography fee: \$45 head shot. All other photography \$85/hour with one hour minimum

Logo design and other graphics services (including web design) available.

Cover Date	Space Close	Materials Due	On Display
Feb/Mar '10	1/3/10	1/8/10	2/4/10
Apr/May '10	3/3/10	3/8/10	4/1/10
Jun/July '10	5/2/10	5/7/10	6/3/10
Aug/Sep '10	7/5/10	7/9/10	8/5/10
Oct/Nov '10	9/3/10	9/9/10	10/1/10
Dec/Jan '10/'11	11/1/10	11/5/10	12/2/10

Ad Sizes

MAGAZINE TRIM SIZE:8.375" x 10.875"

Full Page with bleed8.625" x 11.125"

Full Page without bleed8" x 10.25"

2/3 Page5" x 10"

1/2 Page Vertical3.75" x 10"

1/2 Page Horizontal4.875" x 7.75"

1/3 Square5" x 5"

1/3 Vertical2.5" x 10"

1/4 Page3.75" x 4.875"

1/6 Page2.5" x 4.875"

1/9 Page2.312" x 3.25"

SOFTWARE ACCEPTED

- Illustrator eps & pdf, Photoshop tif, or other design programs that output eps, tif or pdf files.
- Media Accepted: CD-ROM or DVD-ROM disks
- A customer-supplied, SWOP-approved, contract color proof is required to ensure color accuracy on all ad files submitted. If no such proof is supplied, no guarantees can be made on the accurate reproduction of the ad file in the magazine.

ASSEMBLY GUIDELINES

- Set document size to exact ad size (i.e. 1/4 page ad = 3.75" x 4.875"). If a full page/spread bleed ad, make sure all bleeds are pulled a minimum of .25" from the document edge. We also require a .25" safety margin at all edges of full page/spread ads to allow for trimming tolerances.
- All photos should be scanned at 300dpi, while lineart should be scanned at 1200 dpi. Make sure all color images are submitted in the CMYK color space.
- Use rich black for all black fills (50-40-40-100)
- All fonts should be converted to outlines.

SHIPPING ADDRESS

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ASK ABOUT our Strategic Advertorials and Corporate Identity Program!