

## 2010 BLACK & WHITE RATES

Ad Size	Live Area	1-time	6-time	12-time	18-time	24-time
Full-Page	7" x 10"	\$5,400	\$5,200	\$5,000	\$4,800	\$4,600
Jr. Spread	14" x 4.625"	\$5,400	\$5,200	\$5,000	\$4,800	\$4,600
2/3-Page	4.5" x 10"	\$4,300	\$4,150	\$4,000	\$3,850	\$3,700
1/2-Page Island	4.5" x 7.5"	\$4,300	\$4,150	\$4,000	\$3,850	\$3,700
1/2-Page Vertical	3.375" x 10"	\$3,500	\$3,400	\$3,300	\$3,200	\$3,100
1/2-Page Horizontal	7" x 4.625"	\$3,500	\$3,400	\$3,300	\$3,200	\$3,100
1/3-Page Vertical	2.125" x 10"	\$2,800	\$2,750	\$2,700	\$2,650	\$2,500
1/3-Page Square	4.5" x 4.625"	\$2,800	\$2,750	\$2,700	\$2,650	\$2,500
1/4-Page	3.375" x 4.625"	\$2,500	\$2,450	\$2,400	\$2,350	\$2,300

## Color Rates per page or fraction, per color

Standard second color	\$500
Matched color(s) except metallic	\$650
Metallic (simulated)	\$700
Four-color	\$1,400

## Cover Rates

Placement	13-time, four-color
2nd Cover (inside front)	\$6,015
3rd Cover (inside back)	\$5,785
4th Cover (outside back)	\$6,360

Covers are sold on a non-cancelable 13-time contract, four-color only. Cover insertions can be combined with other units during a contract period to earn frequency for those other units.

## Bleed Ad Sizes

Run of Book (Bleed)	Width	Depth
Spread (gutter bleed)	15"	10"
Spread (full bleed)	16"	10.75"
Jr. Spread	16.25"	5.25"
Full-Page	8.125"	10.75"
2/3-page	5.125"	10.75"
1/2-page island	5.125"	8.125"
1/2-page vertical	3.875"	10.75"
1/2-page horizontal	8"	5.25"
1/3-page vertical	2.75"	10.75"
1/3-page square	5.125"	5.25"
1/4-page	4"	5.25"

## Shipping Instructions

Send ad material and instructions to:

**Jessica Kalef, Production Manager**

**SDM**

2401 W. Big Beaver Rd., Suite 700

Troy, MI 48084

Ph: (248) 786-1641 Fax: (248) 283-6571

kalefj@bnpmmedia.com

## Specifications

Trim Size: 7.875" x 10.5" • Binding Method: Perfect

### DIGITAL AD REQUIREMENTS

- **Platforms:** Macintosh preferred. PC accepted, fonts will be replaced with Mac versions.
- **Preferred File Formats:** Quark 6.5 (or lower), InDesign CS2 (or lower), Photoshop and Illustrator CS2 (or lower) files accepted. High resolution, print-quality PDFs accepted **ONLY** if high resolution images are used and all fonts are embedded.
- **Photos:** 300 dpi saved as TIFF or EPS. Color images must be CMYK. DO NOT compress graphics using JPEG or LZW.
- **Colors:** All colors used must be CMYK, unless a spot color has been purchased.
- **Electronic Submission:** CD-ROM disks accepted. E-mail and FTP options must be discussed with the magazine's production manager. All artwork (photographs, logos, clipart, etc.) and all fonts (both printer and screen fonts, Postscript Type 1 fonts recommended) must be included.

A screened contract quality proof created from the final electronic file must be submitted with each color ad. Kodak Approval proofs preferred. Iris or other SWOP standard proofs accepted. Color cannot be guaranteed unless an acceptable proof is provided. Please supply B&W last printout for B&W ads.

- **Ad Size:** Crop marks for full-page ads should be at trim size 7.875" w x 10.5" h. Bleed ads should extend beyond trim crop marks by 1/8" on each side. Vital matter must be kept at least 1/4" away from trim edges. Fractional ads should match sizes listed on opposite page.

### INSERTS

Please contact Jessica Kalef, Production Manager for specifications, paper stock and required insert quantity. To insure proposed inserts conform to current postal and bindery requirements, two samples must be provided for review and approval prior to printing.

### FREQUENCY DISCOUNT

Discounts may be earned with any combination of different-sized insertions of 1/2-page or larger. Rate is determined by number of insertions used during a 12-issue period.

### AGENCY COMMISSION

15% discount to accredited advertising agency on all display advertising space, color, and position when insertion orders are submitted. Commission is not allowed on other items, such as cost of artwork and engravings, printing, and reprints.

## Terms

Invoices are payable in U.S. funds only. Net 30 days. 1% per month service charge thereafter (1/2% in Texas). Advertisements originating outside of the U.S. must be pre-paid. Extension of credit is subject to the approval of the credit department. First-time advertisers are required to provide credit information or prepayment at the start of their advertising program.

Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the Publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees.

### Cancellations

Advertising cancelled after closing date will be subject to a cancellation charge of \$600.00. Publisher will not be bound by any conditions printed or otherwise, appearing on order blanks or copy instructions, when such conditions conflict with publisher's announced policies.

### Publishers Liability

Advertisers and advertising agencies assume liability for all content (including text, representation, and illustrations) of advertisements printed, and assume responsibility for all claims arising there from made against the publisher. The publisher reserves the right to reject any advertising not in keeping with the publication's standards or the publication's best interest as a business. Publisher reserves the right to select ad location unless advertiser pays for preferred position.