

# PRINT RATE CARD & PUBLICATION SCHEDULE

Issue	Publication Date	Reservation Deadline	Creative Deadline
Q1 / Winter	February 24	February 6	February 13
Q2 / Spring	May 19	May 1	May 8
Q3 / Summer	TBD		
Q4 / Fall	TBD		

**CONTENT SPONSORSHIP PACKAGES AVAILABLE. CONTACT KATHY FOR DETAILS!**

	Center Spread	Full Page	Half Page (Horizontal / Vertical)	1/3 Page Horizontal	1/4 Page
Ad Size	20(w)x13.5(h)	9.5x13.5	9.5x6.75/ 4.66x13.5	9.5x4.525	4.66x6.75
Rate	\$8,265.75	\$4,120	\$2,157.59	\$1,751	\$1,339

**DISCOUNTS BY AD SPEND:**  
Discounts will be applied based upon the total dollar spend per insertion order to include print, online, newsletter and sponsored content.

Discount	Ad Spend per Insertion
4%	\$2,500-\$7,000
7%	\$7-\$12,000
10%	\$12-\$17,000
15%	\$17,000+

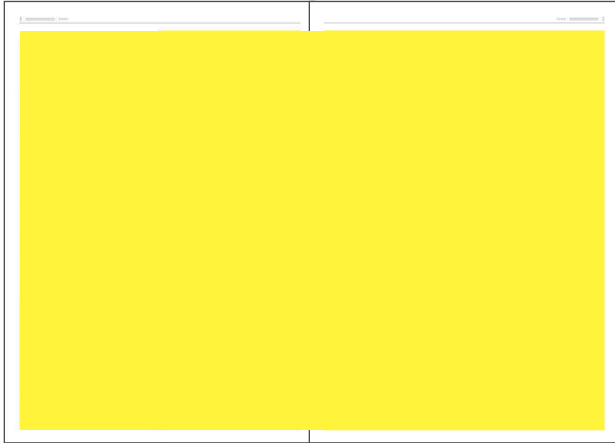


# PRINT AD SPECIFICATIONS

(DIMENSIONS IN INCHES)

## CENTER SPREAD

20x13.5



## HALF PAGE

9.5x6.75 (horiz.)

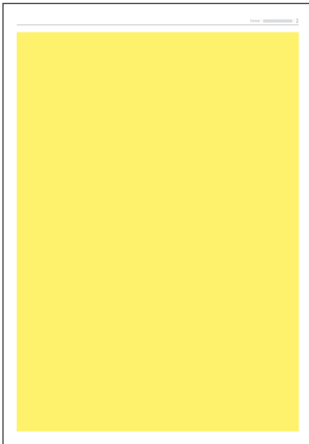


4.66x13.5 (vert.)



## FULL PAGE

9.5x13.5



## 1/3 PAGE

9.5x4.525



## 1/4 PAGE

4.66x6.75



## 1/2 PAGE SPONSORED

9.5x6.75 (horiz.)



SEE PAGES 13-14 FOR COMPLETE DELIVERABLE SPECIFICATIONS

**Provide a click-through URL for all print ads to enable readers of our digital edition to connect with you.**

# PRINT FILE SPECIFICATIONS

## **PDF Settings & Resolution**

Adobe PDFX/1a:2001. All fonts and images must be embedded. Be sure the color settings of all elements are CMYK. Final files should be a minimum of 300dpi, and all images used in an ad layout should also be at least 300dpi.

## **Document Bleed Settings**

Current's press specifications do not allow for files to bleed off the page. Ads must be built to full size (100%) with no additional bleed built in.

## **Design Planning for Offset Web Printing**

Web offset printing on newsprint is often less consistent across issues than magazines printed on heavier paper. Alignment (registration) issues are the most common problem, but can be avoided or mitigated by designing your ads with the final output in mind.

## **Color Builds and Ink Density**

The guideline for maximum ink density for color build areas is a total of 220%. Please check your settings in ads that have four-color art, photos or single-color reversed areas. Color builds at a higher percentage will oversaturate the page and can result in uneven printing.

## **Output files as CMYK**

All ads must be submitted as high-resolution CMYK files. Be sure that you have converted all RGB color images in a layout to CMYK before outputting your final file.

## **Protect your legibility**

For small print (12 point or smaller) use black plate only (not a 4-color build). Likewise, avoid reversed / white type on a colored background as well as thin typefaces or other small type printed using multiple colors.

## **Color Matching**

The final printed product may not match what your screen displays. PDFs and RGB files printed locally will show a different range of hues than CMYK inks printed on a commercial press. Spot or RGB colors will be swapped for the closest available CMYK build, which may result in unexpected color shifts.