

B&W	1X	3X	6X	10X
2 Pg Spread	\$3869	\$3698	\$3509	\$3313
1 Page	2152	2054	1950	1849
2/3	1859	1721	1584	1449
1/2	1487	1395	1297	1214
1/3	1089	1011	927	835
1/4	873	821	763	698
1/6	594	555	503	443
4"	489	449	411	372
3"	391	352	320	287
2"	262	241	216	189
1"	137	131	117	104

2/C	1X	3X	6X	10X
2 Pg Spread	\$4291	\$4128	\$3933	\$3737
1 Page	2387	2295	2185	2074
2/3	2093	1950	1819	1682
1/2	1721	1630	1539	1449
1/3	1324	1245	1160	1070
1/4	1108	1056	998	933
1/6	828	790	730	678

4/C	1X	3X	6X	10X
2 Pg Spread	\$4958	\$4787	\$4598	\$4403
1 Page	2759	2661	2550	2446
2/3	2459	2328	2191	2048
1/2	2081	2002	1911	1813
1/3	1702	1611	1532	1441
1/4	1487	1422	1370	1305

Covers	1X	3X	6X	10X
2 Pg Spread	\$5721	\$5615	\$5486	\$5368
COVER 2	3176	3118	3052	2981
COVER 3	3176	3118	3052	2981
COVER 4	3685	3633	3548	3463

**INSERTS**

Inserts, polybagging and tipping are available. Please ask for our special Insert Rate Card. All specifications are included.

- **PREFERRED POSITION:** Add 10% to space rate.
- **BLEED:** Add 10% to space rate.
- **COMMISSION:** 15% to recognized agencies.
- **CASH DISCOUNT:** 2% — 10 days; Net 30 days from invoice date.
- **CONTRACT AND COPY REGULATIONS:** Publisher follows SRDS CONSUMER MAGAZINE CONTRACT AND COPY REGULATIONS. Copies of regulations available on request. **CANCELLATIONS:** All efforts are made to handle cancellations at no charge up to the MATERIAL DUE DATE. After that date, cancellations cannot be processed.

**AD SPACE DIMENSIONS**

NON-BLEED	Width	X	Height
1 PAGE .....	7"	x	10"
2/3 Page vertical .....	4-5/8"	x	10"
1/2 page horizontal .....	7"	x	5"
1/2 page vertical.....	4-5/8"	x	7-1/2"
1/3 page vertical .....	2-1/4"	x	10"
1/3 page square .....	4-5/8"	x	5"
1/4 page vertical .....	2-1/4"	x	7-1/2"
1/4 page square .....	4-5/8"	x	3-3/4"
1/6 page vertical .....	2-1/4"	x	5"
1/6 page horizontal .....	4-5/8"	x	2-1/2"
4" .....	2-1/4"	x	4"
3" .....	2-1/4"	x	3"
2" .....	2-1/4"	x	2"
1" .....	2-1/4"	x	1"

BLEED SIZES	Width	X	Height
PAGE and COVER	8-1/4"	x	11-1/8"
Live matter must be centered within 7" x 10"			
Two pg.spread (full bleed)	16-1/2"	x	11-1/8"
Live matter must be centered within 14" x 10"			
Two pg.spread (gutter bleed only)	15"	x	10"
Allow 1/4" safety along each side of gutter			

**NON BLEED UNIT SIZES**

**JOGS TO HEAD**

**MATERIAL REQUIREMENTS**

- **PREFERRED MATERIAL**  
**PDF** - PDF/X- 1A compliant saved hi-resolution (2400 dpi), fonts embedded, press optimized, binary, full resolution tif output. Contact the Production department for exact Distiller settings. **EPS** - hi-resolution, all fonts saved outlines/curves/paths. **TIF**- flattened hi-resolution. **JPEG**- hi-resolution. **Note:** If native application files are sent, Publishers Development will convert files to pdfs.
- **FILE REQUIREMENTS**
  - Image resolution: 300 dpi
  - Color files - CMYK
  - Black & White files - grayscale
  - Hard copy must accompany all files.
  - Fonts saved to outlines/paths.
  - A faxed proof must be sent for all e-mail ads.
- **MAC or PC** - We are Macintosh based, PC format is accepted if saved in accepted format.
- **Media** - CD or E-Mail.

<b>ONE COLOR:</b>	Black & White
<b>SCREEN:</b>	175 Lines Per Inch
<b>PROOFS:</b>	Simple Print
<b>INK DENSITY:</b>	100% MAXIMUM
<b>TWO COLOR:</b>	Black & 1 Other Color
	All PMS Colors will be converted to CMYK
<b>SCREEN:</b>	175 Line Per Inch
<b>PROOFS:</b>	Color Laser or equivalent
<b>INK DENSITY:</b>	160% MAXIMUM
<b>FOUR COLOR:</b>	Process Colors Only
<b>SCREEN:</b>	175 Lines Per Inch
<b>PROOFS:</b>	Color Laser or equivalent
<b>INK ROTATION:</b>	Cyan (down first), Black, Magenta and Yellow (down last)
<b>INK DENSITY:</b>	300% Maximum Overall. (Limit of one solid). 60% Black, 90% Cyan, 75% Magenta, 75% Yellow

**GENERAL INFORMATION**

- PRINTED BY OFFSET LITHOGRAPHY
- BINDING: SADDLE STITCH
- MAGAZINE TRIMMED SIZE: 8" x 10-7/8"
- COLUMNS PER PAGE: 3 2-1/4" PER COLUMN
- 140 AGATE LINES PER COLUMN (10")
- LIVE COPY AREA: 7" x 10"

**SHIP ORDERS & MATERIALS**

Attention: Advertising Department  
**ARTS & ACTIVITIES MAGAZINE**  
 12345 World Trade Drive • San Diego, CA 92128

**RATE CARD NO. 32**

EFFECTIVE: January 2007 Issue  
PUBLISHER: Thomas von Rosen  
EDITOR: Maryellen Bridge

ADVERTISING MANAGER: Sandi DiPaolo  
DIRECT TOLL-FREE HOTLINE  
1-800-826-2216

Direct Local Calls: 858-605-0212  
Fax Line: 858-605-0214  
E-mail: ads@artsandactivities.com  
Web Site: www.artsandactivities.com

**CIRCULATION INFORMATION**

- CIRCULATION IS 100% PAID
- PUBLISHED 10 TIMES PER YEAR
- BASIC SUBSCRIPTION RATE \$24.95/YEAR



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Audit statements available upon request

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**MAGAZINE SCHEDULE**

**ADVERTISING DEADLINES:**

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