

SADDLE STITCH ISSUE

FINAL TRIM 8" x 10-7/8"

FULL PAGE UNTRIMMED:

Low Folio Width: 8-1/8"
 High Folio Width: 8-1/2"
 Depth: 11-1/8"

CARD SIZE UNTRIMMED:

Low Folio Width: 3-1/2" min. (flap)
 High Folio Width: 5-1/2" min.
 Depth: 4" min.

QUANTITY: Call for exact count on desired issue.
 Spoilage allowance of 3%.

Contact Production:

production@artsandactivities.com
 858-605-0200 phone
 858-605-0247 fax

Inserts should be shipped **FOLDED** and **UNTRIMMED**. Pack in 50 lb. cartons. Pack all single-sheet inserts facing in same direction. Multi-sheet inserts or folded inserts need to be turned in reasonable amounts. Load ticket should include: Name of inserts, *Arts & Activities*, issue and quantity. **A folded sample must be pre-approved by publisher.**

SHIP INSERTS TO:

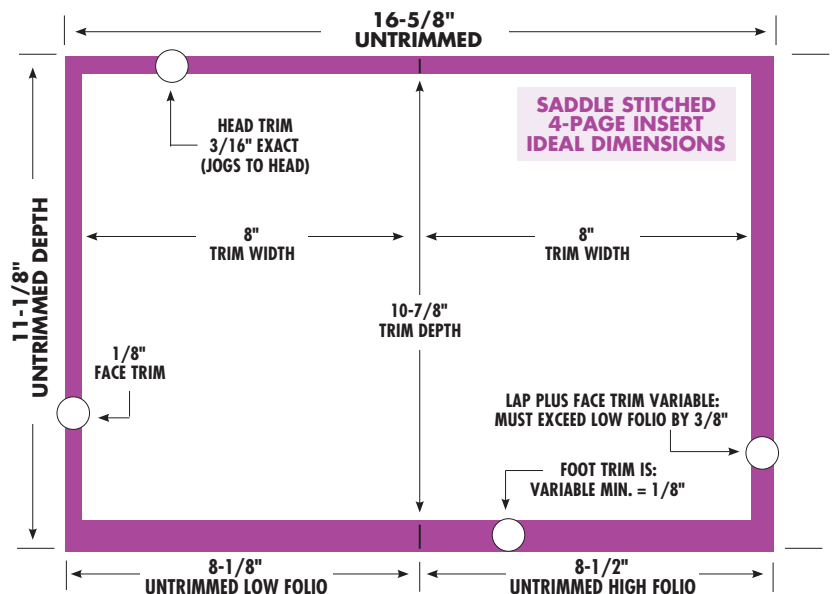
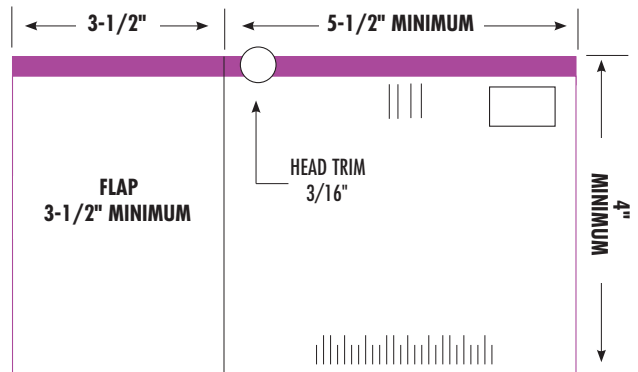
Arts & Activities
 c/o Democrat Printing
 6401 Lindsey Road
 Little Rock, AR 72201
 phone 501-907-7942

TRIMS

Head Trim: 3/16" exact (jogs to head)
 Foot Trim: 1/8" min.
 Face Trim: 1/8" min.
 FOLD: Head closed for high folio binding
 LAP: 3/8" longer on high folio side
 FLAP: 3-1/2" min. low folio side
 LIVE COPY: 1/4" min. from trim lines

PAPER STOCK:

2-4 page inserts 80 lbs. maximum
 6-32 page inserts 60 lbs. maximum
 CARDS 110 lbs. index maximum



INSERT SIZE	RATE	INSERT SIZE	RATE
1 Card	\$1,190	8 Page	\$4,290
2 Card	\$1,485	10 Page	\$5,140
2 Page	\$1,740	12 Page	\$5,995
4 Page	\$2,590	16 Page	\$7,150
6 Page	\$3,440	Each 2 Pages Thereafter:	\$610 additional

TIPPING CHARGE: \$695 (additional)

Tipping charge is non-commissionable, but the space charge is eligible for a 15% agency commission.

Business reply cards or less than a page inserts must be combined with a full page ad.

All inserts must be prepared according to postal regulations and printer mechanical specifications. (See specifications on other sheet)

All prices effective as of July 2000.

Arts & Activities is published 10 times per year.

For advertising deadlines, insert due dates and material deadlines, please contact our advertising sales manager.

**Arts & Activities Magazine Advertising
Tracy Brdicko**

phone: 1-888-651-7567
 fax: 858-605-0214
 e-mail: tracy@artsandactivities.com
www.artsandactivities.com
 12345 World Trade Drive
 San Diego, CA 92128

