



4-COLOR

AD SIZE	1-TIME	3-TIME	6-TIME	9-TIME	12-TIME
Tabloid	11,995	11,395	10,795	10,195	9,595
2/3 Tabloid	9,895	9,385	8,875	8,365	7,855
1/2 Tabloid	8,095	7,695	7,295	6,895	6,495
1/3 Tabloid	6,445	6,085	5,725	5,365	5,005
Junior	8,495	8,045	7,595	7,145	6,695
2/3 Junior	6,445	6,110	5,775	5,440	5,105
1/2 Junior	5,320	5,050	4,780	4,510	4,240
1/3 Junior	3,895	3,705	3,515	3,325	3,135
1/4 Junior	3,295	3,145	2,995	2,845	2,695
Tabloid Spread	22,790	21,590	19,390	19,190	17,990
Junior Spread	15,840	14,940	14,040	13,140	12,240

MECHANICAL REQUIREMENTS

AD SIZE		WIDTH	DEPTH	AD SIZE		WIDTH	DEPTH
Tabloid Spread	(Bleed)	22-1/4"	15-1/4"	Junior Spread	(Bleed)	15-1/2"	11"
	(Trim Size)	21-3/4"	15"		(Trim Size)	15-1/2"	10-3/4"
	(Live Area)	20-3/4"	14-1/4"		(Live Area)	15-1/2"	10"
Tabloid	(Bleed)	11-1/8"	15-1/4"	Junior	(Bleed)	8"	11"
	(Trim Size)	10-7/8"	15"		(Trim Size)	7-3/4"	10-3/4"
	(Live Area)	10"	14-1/4"		(Live Area)	7"	10"
2/3 Tabloid	(Vertical)	7"	14-1/4"	2/3 Junior	(Vertical)	4-1/2"	10"
	(Horizontal)	10"	10"	1/2 Junior	(Island)	4-1/2"	7-1/2"
1/2 Tabloid	(Vertical)	5-1/4"	14-1/4"	(Vertical)	3-3/8"	10"	
	(Horizontal)	10"	7-1/2"	(Horizontal)	7"	4-7/8"	
1/3 Tabloid	(Vertical)	3-3/8"	14-1/2"	1/3 Junior	(Vertical)	2-1/8"	10"
	(Horizontal)	10"	4-7/8"		(Horizontal)	4-1/2"	4-7/8"
				1/4 Junior	(Vertical)	3-3/8"	4-7/8"

COLOR RATE EXCEPTIONS: Black & White ads-Deduct \$1,100 per ad; Standard 2-Color ads-Deduct \$600; Matched Color ads-Deduct \$300.

COVERS & SPECIAL POSITIONS: Covers and special positions are available on a non-cancelable basis at an extra charge of 10% on space and color.

INSERTS AND GATEFOLDS: Contact publisher for rates and information.

GENERAL RATE POLICY: All advertising subject to Publisher's approval. If more or less insertions are used within one year than specified in the order, charges will be adjusted in accordance with established rates.

AGENCY COMMISSION: 15% to recognized agencies on space and color charges if paid within 30 days from invoice.

PAYMENT TERMS: Net 30 days. Late payments may be subject to 1% interest per month, loss of agency commission and collection fees.
Cancellations not accepted after published deadline.

PRINT SPECIFICATIONS:

PROGRAMS FORMATS: QuarkXPress 6.1, Acrobat Professional, Photoshop CS3, Illustrator CS3 and PageMaker 7.0.

Please supply JPEG, EPS, TIFF or PDF files in either Mac (preferably) or PC platforms. All ad artwork and/or editorial images should be high-resolution, 300 dpi files and should be converted from RGB to CMYK prior to sending to ensure correct print colors.

TO ENSURE TRUE AND CORRECT COLOR WHEN PRINTING, PLEASE SUPPLY A COLOR PROOF OR PDF WITH YOUR AD MATERIAL.

Please check with the publisher for complete specifications and production charges.

PLEASE MAIL AD MATERIALS TO:

Premium Incentive Products, 800 E. Northwest Hwy., Suite 111, Palatine, IL 60074 *PHONE: 847-705-6867*