

RATES & MECHANICALS

RATES

Size	1x	3x	6x	12x	18x	24x	30x
1 Page	\$4,515	\$4,325	\$4,190	\$4,055	\$3,930	\$3,815	\$3,700
2/3 Page	\$3,660	\$3,515	\$3,410	\$3,305	\$3,205	\$3,100	\$3,010
1/2 Island	\$3,465	\$3,330	\$3,230	\$3,120	\$3,025	\$2,935	\$2,845
1/2 Page	\$3,135	\$3,015	\$2,920	\$2,830	\$2,735	\$2,650	\$2,580
1/3 Page	\$2,435	\$2,330	\$2,260	\$2,195	\$2,110	\$2,060	\$1,995
1/4 Page	\$2,005	\$1,925	\$1,860	\$1,810	\$1,760	\$1,700	\$1,655
1/6 Page	\$995	\$950	\$925	\$895	\$865	\$840	\$815

Preferred Positions
 Guaranteed Positions:
 Inside Cover
 Back Cover
 Color Rates
 Standard/matched inks
 4-Color
 5-Color PMS

10% premium
 \$525
 \$605
 \$475
 \$850
 \$1,050

Spread
 \$785
 \$1,400
 \$1,800

SEND AD MATERIALS
to Ad Coordinator:

DEE BERRY
(310) 642-4400, ext 234
dberry@allied360.com

DATES & DEADLINES

	Jan/Feb	Mar	Apr	May	June	Jul/Aug	Sept	Oct	Nov	Dec
Ad Space Close	1.10.11	2.10.12	3.14.12	4.11.12	5.8.12	7.11.12	8.15.12	9.14.12	10.15.12	11.12.12
Ad material Due	1.18.12	2.20.12	3.22.12	4.19.12	5.16.12	7.19.12	8.23.12	9.24.12	10.22.12	11.20.12

Production Requirements

Preferred Ad Format: Press-ready PDF/PDFX-1a
 – Four-color material must be CMYK. Two-color material must be K + PMS or standard color.
 Color Proofs: For accurate color proofing on press, please provide a Fuji PictroProof, Imation Matchprint, Kodak Approval, or any other SWOP color proof by the materials deadline.

Production Charges

No charge for properly supplied digital files prepared in accordance with the publisher's requirements. The advertiser may be charged for any work required to update the advertiser's provided files to meet our requirements. Any corrections are billed back to the advertiser at the publisher's cost.

Ad Materials Policy

Ad materials submitted by the materials due date will be inspected for adherence to the publisher's ad specifications. If materials are out of spec, the advertiser will be notified and new materials will be requested. If ad materials are received after the materials due date, the publisher will take reasonable measure to contact the advertiser to promptly supply new materials. Or, the advertiser will be given the option to have the publisher correct the materials at the advertiser's expense, or to run the ad "as is" with the publisher assuming no responsibility for the accuracy or readability of the ad.

Issuance, Closing Date, and Cancellation

Published 12 times per year. Cancellations are required in writing prior to the published ad closing date. Cover positions can be canceled only with a 90-day written notice before the closing date.

Inserts

Check with advertising representative for ad space cost, plus bindery charge.

Rate Adjustments

If, within the contract year, more or fewer units are used than were contracted, the rate will be adjusted to reflect the actual number of units used.

Payment Terms

Credit card payments by MasterCard, Visa, American Express, and Discover are accepted. Ad work may be billed separately. Agency commission: 15% of gross billing on invoices paid in accordance with the terms stated is allowed to recognized agencies on space, color, bleed, and position. No commissions allowed on conversion charges, reprints, or any mechanical operations. Agency commission is forfeited on invoices not paid in accordance with the terms stated.

General

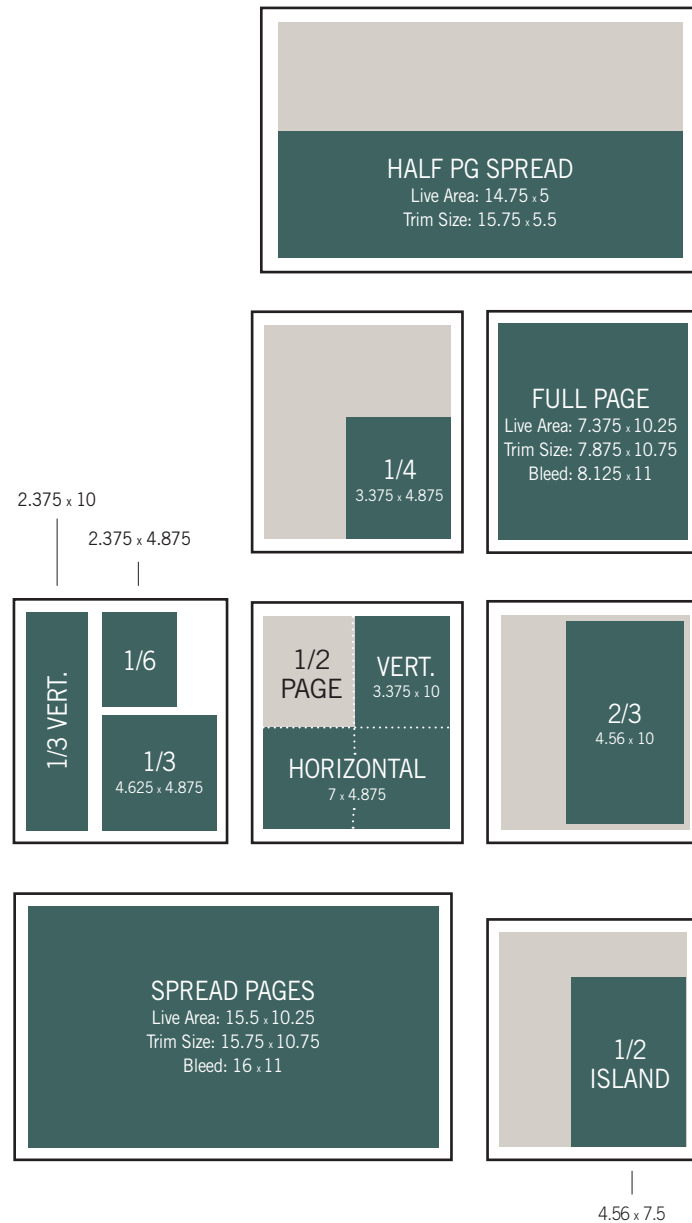
All advertisements are accepted and published by the publisher based on the representations

and warranties of the agency and/or the advertiser that such agency and/or advertiser have the right to publish, and are authorized to give to publisher the right to publish, the entire contents and subject matter thereof. It is understood that, in consideration of the publication of advertisements, the advertiser and/or agency will indemnify the publisher and hold the publisher harmless from and against any claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement, trademark/service mark infringement, liability for use of classified material, and any other claims based on or related to the contents or subject matter of such advertisements. The publisher expressly disclaims any liability, and assumes no liability, if for any reason it becomes necessary to omit an advertisement.

No conditions other than those set forth in this rate card shall be binding on the publisher unless they are specifically agreed to in writing by the publisher. The publisher will not be bound by the conditions that are printed or appear on order blanks or copy instructions that conflict with provisions of this rate card.

- overview
- circulation
- research
- content
- diverse platforms
- rates & mech**
- contacts

RATES & MECHANICALS



MECHANICAL REQUIREMENTS

	Live Area	Trim Size	Bleed Size
Spread	15.5 x 10.25	15.75 x 10.75	16 x 11
1 page	7.375 x 10.25	7.875 x 10.75	8.125 x 11
2/3 page	4.56 x 10		
1/2 page spread	14.75 x 5	15.75 x 5.5	
1/2 page island	4.56 x 7.5		
1/2 page vertical	3.375 x 10		
1/2 page horizontal	7 x 4.875		
1/3 page vertical	2.375 x 10		
1/3 page square	4.56 x 4.875		
1/4 page vertical	3.375 x 4.875		
1/6 page vertical	2.187 x 4.875		

ELECTRONIC MECHANICALS

	Size
Lead Banner	728 x 90
Tower	160 x 600
Roadblock	336 x 280
Bottom Banner	468 x 60
Page Peel	500 x 500
Interstitial	640 X 480
Rollover	Various

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