

## Rates and Sizes

### Mono Prices

- \*Full page - 8.5" wide by 11.0" tall (\$385)
- Half page portrait - 3.5" wide by 10.0" tall (\$275)
- Half page landscape - 7.5" wide by 4.7" tall (\$275)
- Quarter page - 3.5" wide by 4.7" tall (\$220)
- One/eighth page - 3.5" wide by 2.3" tall (\$175)

### Color Prices

#### Inside Back Cover:

- Full color, half page landscape: 7.5" wide by 4.7" tall (\$440)
- \*Full color, full page: 8.5" wide by 11.0" tall (\$770)

#### Outside Back Cover:

- Full color, half page landscape: 7.5" wide by 4.7" tall (\$495)
- \*Full color, full page: 8.5" wide by 11.0" tall (\$880)

\*Safe type area 7.5" w x 10" h; Bleed 9" w x 11.5" h

### Specs:

**Your advertisement should ideally be supplied as a High Resolution (Press Quality) PDF file.** Fonts must be embedded or converted to outlines. If the advert is for the Back cover or inside cover and therefore full color, all colors should be converted to CMYK and any images should be 300dpi CMYK images.

**If the advert is for the inside of the magazine and therefore black and white, all colors should be converted to greyscale and any images should be 300dpi greyscale images.**

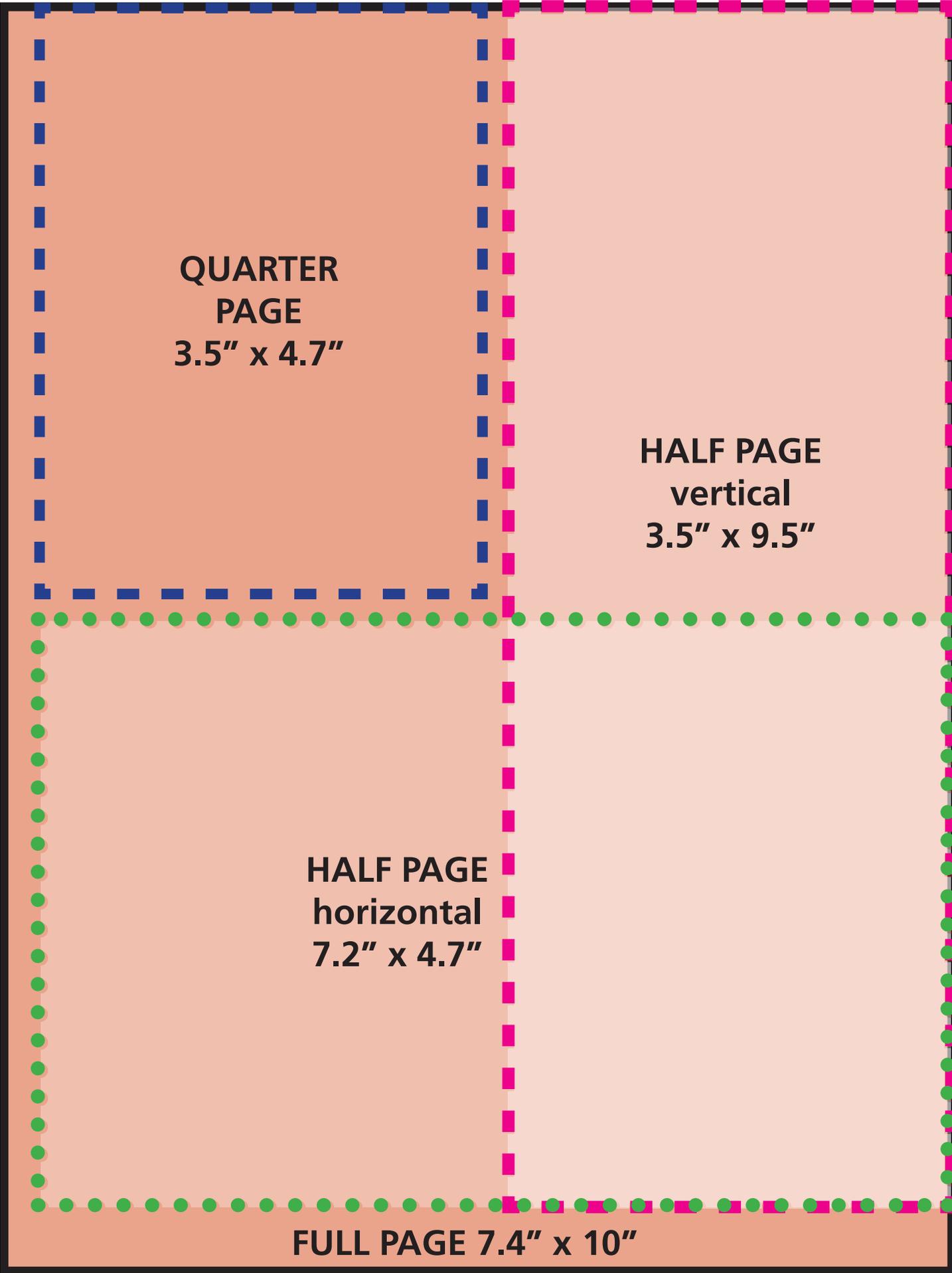
**The Studio will not accept native application files**, e.g. QuarkXPress, Indesign, Publisher, Powerpoint, Excel and Microsoft Word.

**TIFF files are also acceptable.** These must be supplied as flattened CMYK files. The resolution should be 600dpi. Avoid putting anti-aliasing on the text. Do not use digital compression. **The reproduction of such files will not be of the same quality as it would with a correctly made PDF file.**

**EPS file formats are also acceptable.** EPS files containing fonts must have the fonts converted to outlines/paths. Supplying your files in this way eliminates problems caused by software and font incompatibility. Legal issues associated with the unlicensed use of fonts will also be avoided.

**Our Design Studio will not install supplied fonts.**

**All images are copyright controlled.** You must be sure you have the right to use any image you include in your advertisement. Your PDF file can be supplied as an e-mail attachment or via a drop-box system. **Our Artwork Studio will not edit the content of supplied advertisements. If amendments are required, a further file must be submitted.**



**Bleed 11.5" X 9"**