

2017 Rate Card

DISTRIBUTION PER ISSUE: 110,000+

ISSUE SCHEDULE	ISSUE RELEASE	SPACE RESERVATION	MATERIALS DUE
Spring 2017	March 1, 2017	January 15, 2017	February 1, 2017
Summer 2017	June 1, 2017	April 15, 2017	May 1, 2017
Fall 2017	September 1, 2017	July 15, 2017	August 1, 2017
Winter 2017/2018	December 1, 2017	October 15, 2017	November 1, 2017

AD SIZE	RATES
Full Page	\$29,500
Spread	\$59,000
Cover 2 Spread	20% premium/page
Cover 3 Spread	15% premium/page
First 1/3 of Book	10% premium/page

Specs

AD SIZE	TRIM		BLEED		LIVE AREA	
	WIDTH	HEIGHT	WIDTH	HEIGHT	WIDTH	HEIGHT
Full Page	10"	x 12"	10.25"	x 12.25"	9.5"	x 11.5"
Spread	20"	x 12"	20.25"	x 12.25"	19.25"	x 11.5"

DIGITAL FILE REQUIREMENTS

- Images must be high resolution (300 ppi) and in CMYK mode. (Note that enlarging an image with a resolution of 300 over 125% in the page layout file will lower the resolution to the point that image quality degradation may be noticeable when printed.)
- Convert all spot colors to 4-color process (CMYK).
- Maximum total area coverage/ink density is 300.
- For spread ads, keep all copy and important art at least .5" away from the gutter on each side.
- Required file format is PDF. Send files electronically through Hightail, WeTransfer, or similar transfer website.

PROOF REQUIREMENTS

A contact proof is recommended. Only SWOP certified proofs such as Kodak Approval, Creo Iris, and Fujifilm FinalProof are acceptable for matching color on press. A standard GATF or SWOP color bar is to be included on the proof but is not necessary in the digital file. For more information, go to swop.org. Materials will not be returned.