

ADVERTISING RATES, VOL. 3, FREDERICK MAGAZINE

SIZE	1X	3X	6X	12X
Full page b/w	\$2,188	\$1,966	\$1,753	\$1,662
Full page 4/C	\$2,649	\$2,391	\$2,154	\$1,997
2/3 page b/w	\$1,734	\$1,554	\$1,398	\$1,320
2/3 page 4/C	\$2,174	\$1,971	\$1,767	\$1,662
1/2 page b/w	\$1,279	\$1,167	\$997	\$975
1/2 page 4/C	\$1,699	\$1,499	\$1,391	\$1,296
1/3 page b/w	\$971	\$878	\$795	\$749
1/3 page 4/C	\$1,295	\$1,169	\$998	\$977
1/4 page b/w	\$753	\$668	\$599	\$567
1/4 page 4/C	\$1,061	\$952	\$837	\$777
1/6 page b/w	\$597	\$518	\$464	\$439
1/6 page 4/C	\$869	\$782	\$688	\$637
1/12 page b/w	\$366	\$329	\$299	\$275
1/12 page 4/C	\$510	\$444	\$385	\$333

COVERS

Back Cover	\$3,998	\$3,529	\$3,244	\$2,482
Cover 2 & Cover 3	\$3,198	\$2,867	\$2,474	\$2,339
Page 1	\$2,840	\$2,706	\$2,482	\$2,227

AD SPECIFICATIONS

Only these dimensions accepted. Ads not adhering to these sizes will be altered at the publishers discretion.

STANDARD SIZES

	width	height		width	height
2/3 page	4.812'	9.812'	1/6 page (horizontal)	4.833'	2.333'
1/2 page (vertical)	4.833'	7.333'	1/12 page (square)	2.333'	2.333'
1/2 page (horizontal)	7.333'	4.833'	Full page (no bleed) live area is:	7.25'	9.875'
1/3 page (vertical)	2.333'	9.833'	Full page (with bleed) live area is:	7.25'	9.875'
1/3 page (square)	4.833'	4.833'	Full page trim size:*	8.25'	10.875'
1/4 page	3.583'	4.833'	* For all full page ads with bleeds, please leave all text, rules, and images that do not bleed within the live area, which is 1/2" inside the trim size on all 4 sides. Images and/or color boxes that bleed should be pulled a minimum of 1/4" beyond the trim size on all four sides of ad (trim size plus bleed is 8.75" x 11.375").		
1/6 page (vertical)	2.333'	4.833'			



DIVERSIONS
PUBLICATIONS, INC.
magazines • books • graphic design

PRE-PAY DISCOUNTS

Available for all contract advertisers.
5% discount with prepayment or space reservation.
7% discount on 6X or greater with pre-payment of 1/2 year.
10% discount on 6X or greater with pre-payment for the entire year.

GUARANTEED POSITIONS

Available only for ads 1/4 page or larger.
Add 15% for Guaranteed Preferred Positions.

COLOR REQUIREMENTS

Standard Process Color (CMYK).
One spot color build: add \$75 to the b/w rate.

INSERTS

Special rates apply for supplied inserts, tip-ins, etc.
Prices available upon request.

ADVERTISING AGENCY COMMISSIONS

15% commission to recognized advertising agencies on same size, camera-ready ads or electronic file with color matchprint submitted by deadline. Agency must have minimum of three clients.

TERMS

Net 30. Accounts not paid within these terms are subject to a standard finance charge on any balance 30 days after billing date.

PRINTING/ELECTRONIC SPECIFICATIONS

Web printing, perfect binding.

DIGITAL/ELECTRONIC REQUIREMENTS:

File Format:

Macintosh—QuarkXPress, In-Design, Photoshop and/or Illustrator files. All fonts (printer and screen), images and logos must be included. **All ads must be submitted at the correct size.** High resolution PDF files are preferred.

Image Format and Resolution

TIFF, EPS and JPEG files are accepted. **All images must be high resolution:** 4-Color or halftone images: **300 dpi.** Line art: 1200 dpi.

Color:

All colors must be converted to CMYK to avoid additional charges.

Disk Format:

CD or DVD.

Materials Accepted for Design:

Slides, transparencies or prints.

Proofing:

Color matchprints/proofs are required for all submitted digital ads. Ink jet or lazer proofs are not acceptable for matching on press.

Emailed Ad Specifications:

Emailed ads must be high resolution TIFFs, JPEGs, EPSs or PDFs (all images and fonts must be embedded when appropriate).

GRAPHIC DESIGN/PRODUCTION CHARGES

New Ad: 1/2 page & up - \$75 • 1/3 page & under - \$50

Ad Change: 1/2 page & up - \$40 • 1/3 page & under - \$35

Graphic Design: Time over 1/2 hour will be billed at \$70 per hour.

Customer Ad Release: 1/2 page & up - \$100 • 1/3 page & under - \$75

On-Site Photography: \$50