

2010 ADVERTISING RATES

2010 DISPLAY RATES

BLACK AND WHITE

	1x	4x
Full two page spread	\$2,734	\$1,484
Full page	\$1,696	\$923
1/2 page spread	\$1,696	\$923
2/3 page	\$1,272	\$690
1/2 page	\$1,050	\$570
1/3 page	\$688	\$376
1/4 page	\$594	\$323
1/6 page	\$434	\$236

FOUR COLOR

	1x	4x
Full two page spread	\$3,250	\$1,871
Full page	\$2,212	\$1,310
1/2 page spread	\$2,212	\$1,310
2/3 page	\$1,788	\$1,077
1/2 page	\$1,566	\$957
1/3 page	\$1,204	\$763
1/4 page	\$1,110	\$710
1/6 page	\$950	\$623

OTHER DISPLAY RATES

Each additional process color: \$400 • Each additional matched ink: \$750
 See pages 4 and 6 for other special advertising opportunities. Advertising agency commission to recognized agencies only with supplied press ready files. Signed and dated insertion orders are required for all placements. Credit card and wire transfer payments accepted. All invoices are issued net 30 days. Payable in US funds only.

CLOSES

	Sales	Art
March	2/1/10	2/8/10
June	5/3/10	5/10/10
September	8/2/10	8/9/10
December	11/1/10	11/8/10

2010 CLASSIFIED RATES

BLACK AND WHITE

	1x	4x		1x	4x	
Full two page spread	\$1,025	\$529				
Full page	\$636	\$328	750 words	1/3 page	\$258	\$134
1/2 page spread	\$636	\$328	750 words	1/4 page	\$222	\$115
2/3 page	\$477	\$246	500 words	1/6 page	\$163	\$84
1/2 page	\$393	\$203	250 words	Per inch	\$100	\$100
						200 words
						150 words
						100 words
						30 words

Rates listed above are black-and-white classified display rates. Add \$400 for full-color process inks only. No spot or Pantone inks on classified ads. Basic typesetting available at no charge. Provide prepared art or text and image files to have ad typeset at no additional cost. Column inch ads are available at \$100 per vertical column inch. Word counts are shown above. Credit card prepayment required on all classified advertisements. No frequency rebates on classified frequency upgrades. Agency discounts do not apply.

DISPLAY AD SIZES

Two Page Spread 16 3/4" x 11 3/8" (with 1/4" Bleed) Trim Size: 16 1/4" x 10 7/8" 425 x 290mm	Full Page 8 5/8" x 11 3/8" (with 1/4" Bleed) Trim Size: 8 1/8" x 10 7/8" 213 x 283mm Safety: 7" x 10" 177 x 254mm	Full Page (No Bleed) Trim Size: 8 1/8" x 10 7/8" 213 x 283mm Safety: 7" x 10" 177 x 254mm	1/2 Page Horizontal 7" x 4 7/8" 177 x 122mm	1/2 Page Island 4 1/2" x 7" 114 x 177mm	1/2 Page Vertical 3 3/8" x 10" 86 x 254mm	1/6 Page Vertical 2 1/8" x 4 1/2" 54 x 114mm	
1/2 Page Spread 16 3/4" x 5 1/2" (with 1/4" Bleed) Trim Size: 16 1/4" x 5 1/4" 425 x 134mm							
2/3 Page Vertical 4 1/2" x 10" 114 x 254mm	1/3 Page Horizontal 7" x 3 1/2" 177 x 88mm	1/3 Page Square 4 1/2" x 4 7/8" 114 x 122mm	1/3 Page Vertical 2 1/8" x 10" 54 x 254mm	1/4 Page Horizontal 7" x 2 3/8" 177 x 60mm	1/4 Page Square 3 3/8" x 4 1/2" 86 x 114mm	1/4 Page Vertical 1 5/8" x 10" 41 x 254mm	1/6 Page Horizontal 4 1/2" x 2 3/8" 114 x 60mm

MATERIAL SPECIFICATIONS

•**Printing:** Web printing, perfect binding. •**Digital file platform:** Mac or PC files accepted via email, mcginnis@smenet.org or on CD by mail. Film is not accepted. •**File preparation:** PDF files preferred and recommended. Acrobat versions 5 or 6 PDF file with fonts embedded. Provide PDF/X-la file. No OPI. Use Adobe postscript printer driver. Include crop marks. •**Other Applications:** Native files are accepted but not preferred from: InDesign, Photoshop (using U.S. prepress defaults-colors settings), and Illustrator. Include all fonts and images. Cannot print from Quark, Word, Excel, PowerPoint, WordPerfect, Publisher and other applications not listed. •**Images:** All images intended to print must be converted from RGB to CMYK, using U.S. Web Coated (SWOP) v2. RGB not supported. 200 dpi minimum, 300 dpi recommended. Save all graphics as .tif or .eps files. Do not embed images into final layout. All images intended for online applications to be submitted as .gif or .jpg files. •**Fonts:** Embed all fonts. Do not define type as 4-color process to avoid misregistration. •**Bleed:** Extend 1/8" (3mm) minimum for bleed area beyond trim. •**Proofs:** Provide high resolution proofs for accurate color. •**Color and Trapping:** Total ink saturation should not exceed 280%. CMYK only. Pantone colors to be specified if ordered. Do not provide trapped files. •**Delivery:** Email submission preferred but can accept CD submission. Zip or stuffed files acceptable. FTP delivery: You must advise the advertising manager when you are using FTP at mcginnis@smenet.org Host name: ftp.cummingsprinting.com (ip number: 208.65.175.114), user name: mining2, password: advertiser.

Send all correspondence, contracts, insertion orders, and ad materials to:

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Inserts, stickers, bellybands, reprints, trade show distribution, specialty advertising: Call for specifications.