

Advertising Specifications & Rates

Inside Full Color

Size	Dimensions (W x H)	1 Issue	3 Issues	6 Issues
*Full Page	8" x 10"	\$930	\$835	\$755
1/2 Page Vert.	3.1875" x 8.625"	\$540	\$485	\$440
1/2 Page Horiz.	6.75" x 4.25"	\$540	\$485	\$440
1/4 Page Vert.	3.1875" x 4.25"	\$320	\$285	\$260
1/4 Page Horiz.	6.75" x 2"	\$320	\$285	\$260
1/6 Page Vert.	2" x 4.25"	\$260	\$230	\$215
1/6 Page Horiz.	6.75" x 1.25"	\$260	\$230	\$215
1/8 Page	3.1875" x 2"	\$195	\$175	\$160

Inside Black & White

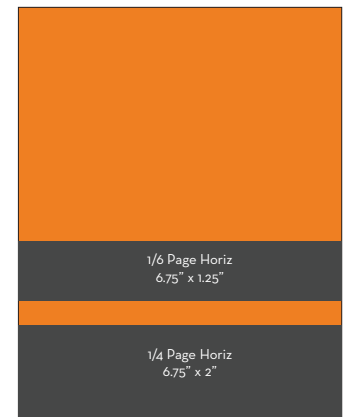
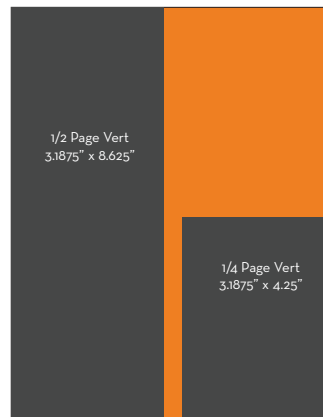
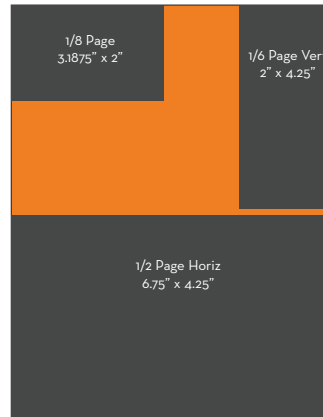
*Full Page	8" x 10"	\$795	\$715	\$645
1/2 Page Vert.	3.1875" x 8.625"	\$440	\$395	\$360
1/2 Page Horiz.	6.75" x 4.25"	\$440	\$395	\$360
1/4 Page Vert.	3.1875" x 4.25"	\$245	\$215	\$195
1/4 Page Horiz.	6.75" x 2"	\$245	\$215	\$195
1/6 Page Vert.	2" x 4.25"	\$185	\$165	\$150
1/6 Page Horiz.	6.75" x 1.25"	\$185	\$165	\$150
1/8 Page	3.1875" x 2"	\$140	\$125	\$100

Premium Color Cover

*Inside Back Cover	8" x 10"	\$965	\$865	\$775
*Outside Back Cover	8" x 10"	\$1,025	\$925	\$825
*Inside Front Cover	8" x 10"	\$985	\$885	\$800
*Page 1 Full Page (faces IFC) 8"x10"		\$985	\$885	\$800

* Full page ads may bleed, include .125" bleed on all sides (art should be 8.25 x 10.25) with no live art closer than .375" from the cut (live image area 7.375" x 9.375").

Our design team can completely design your ad for you or we can make changes to an ad that has already been created. We charge a very reasonable rate of \$25 per eighth/quarter page, \$50 per half page, and \$100 per full page.



Web Page Ad Horiz. 6.75"x2.875" (1000x430 pixels 150 dpi) \$250/yr (6 issue print ad req.)

Submission Deadlines

All materials must be submitted to your Ad Representative (see "Contacts") no later than the 15th of the month preceding the issue month:

- Feb/March
- April/May
- June/July
- Aug/Sept
- Oct/Nov
- Dec/Jan

Payment Terms

- Due on Receipt of Invoice.
- There is a charge of 1.5% per month (18% annually) on any unpaid amounts over 30 days from invoice date.
- Payments may be made by check, money order, Visa, MasterCard, or online.
- If an ad is placed by an agency, the agency and the advertiser are jointly responsible for payment.

Submission Guidelines

The software we will accept ads and artwork from are:

- Adobe Illustrator (.ai, .eps or .pdf): convert fonts to outlines; embed raster images. Raster effects should be set to 300dpi, all raster images should be 300dpi.
- Adobe Photoshop (.psd, .tif, .pdf or .jpg): CMYK (color) or Grayscale (black & white) colorspace, minimum 300dpi.
- Adobe InDesign (.pdf or package file): Packaging gathers the InDesign (.indd) file with all the support files (fonts, placed images, etc.). Placed images should be at least 300dpi.
- Other applications (.pdf): If you prepare your art in QuarkXpress, Publisher, or other application, export it as a press-ready PDF. Fonts should be outlined or embedded if the application does not outline fonts; all placed graphics should be 300dpi. CMYK (color) or Grayscale (black & white) colorspaces should be used.

Questions?

If you have questions about how to prepare your art for submission, email midwestrocklobster@gmail.com. If you don't have an electronic version that meets these requirements, or if it is the wrong size, we will charge you a fee to recreate the ad.

Contacts

Purchase & Questions
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Creative/Design Services
 Rod McBride
 Jam® Graphic Design
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