

# SPEARFISHING MAGAZINE

## Black & White Ad Rates

	1-time	4-time
Full Page	\$1300	\$1000
2/3 Page	1050	750
1/2 Page	900	600
1/3 Page	700	400
1/4 Page	600	300
1/6 Page	500	200
1/12 Page	125	100
1 col. in.	70	60

Black + 1 color add \$100

Black + 2 color add \$150

## 4-Color Process Ad Rates

	1-time	4-time
Full Page	\$1600	\$1300
2/3 Page	1250	950
1/2 Page	1050	750
1/3 Page	900	600
1/4 Page	700	400
1/6 Page	600	300

## Cover Rates

Back Cover	Horiz. 4 1/2" x 4 7/8"	4-color page plus 20%
Inside Front Cover		4-color page plus 15%
Inside Back Cover		4-color page plus 15%

## Insert Rates

Post Card	\$1215
2 Page	2369
4 Page	4738

Call for specifications prior to printing insert.

## Issue and Closing Dates

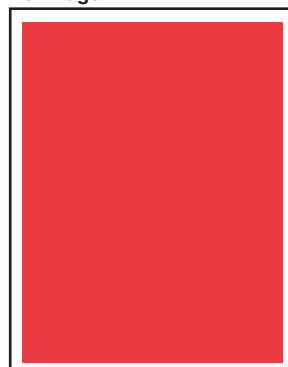
Magazine issued 15th of month of publication. Closing date to reserve space 5th of preceding month. No cancellation after closing. Closing date for camera ready art 15th of preceding month.

## Productions Charges

4-color scans - \$20 ea.  
 Black & white scans - \$8 ea.  
 8 1/2 x 11 film - \$15/page  
 11 x 17 film - \$22/page  
 Typesetting and design - \$50/hr.  
 Dye sub proof - \$35.00  
 Chromalin - \$75.00

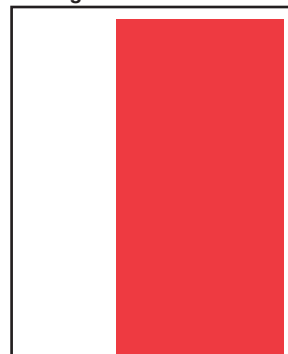
## Ad Sizes

Full Page



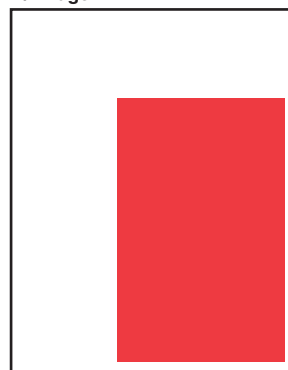
7" x 10" Bleed 8 3/4" x 11 1/2"

2/3 Page



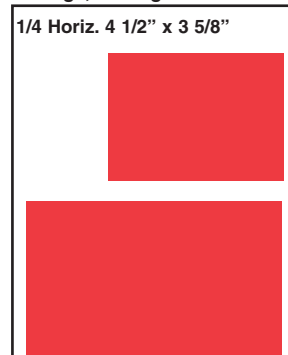
Vertical 4 1/2" x 10"

1/2 Page



Vertical 4 1/2" x 7 3/8"

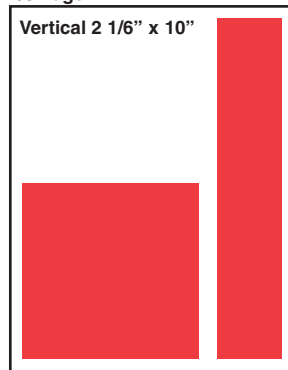
1/2 Page, 1/4 Page



1/4 Horiz. 4 1/2" x 3 5/8"

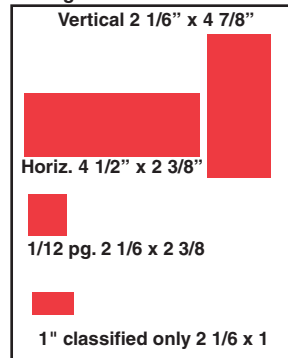
1/2 Horiz. 7" x 4 7/8"

1/3 Page



Vertical 2 1/6" x 10"

1/6 Page



Vertical 2 1/6" x 4 7/8"

Horiz. 4 1/2" x 2 3/8"

1/12 pg. 2 1/6 x 2 3/8"

1" classified only 2 1/6 x 1"

## Mechanical Requirements

Bleed Size	8 3/4" x 11 1/2"
Trim Size	8 3/8" x 11"
Spread	15 5/16" x 10"
Bleed Spread	17 1/4" x 11 1/4"
Trim Size Bleed Spread	16 3/8" x 11"
Full Page	7" x 10"
2/3 Page	4 1/2" x 10"
1/2 Page	4 1/2" x 7 3/8" or 7" x 4 7/8"
1/3 Page	2 1/6" x 10" or 4 1/2" x 4 7/8"
1/4 Page	4 1/2" x 3 5/8"
1/6 Page	2 1/6" x 4 7/8" or 4 1/2" x 2 3/8"

## Film, Art, Paper

Printed offset. Paper stock: white, 60 or 70 pound gloss. Printed material: Furnish in order of preference:

- Right reading film negatives. (emulsion side down, base side up).
- Artwork clearly marked for color with overlay masks.
- All furnished film, artwork for litho preparation must be accompanied by layout, colorkey, blueprint, or some form of proof. Furnish ink swatch of PMS (Pantone Matching System) number with matched color runs.
- Electronic files may be submitted either on CD-Rom or Zip 100 or 250. Preferred programs are Quark, Pagemaker, Adobe Illustrator and Adobe Photoshop. All graphic files **must be** at least 300 dpi.

Black & White: 133-150 line screen preferred. Four Color: 150-175 line screen preferred, 133-line screen accepted. Following are basic density ranges for 4-color process work: yellow printer 1.00 to 1.10; magenta printer 1.25 to 1.40; cyan printer 1.15 to 1.25; black printer 1.50 to 1.70.

All 4-color process material must be furnished as right reading film negatives (emulsion side down, base side up). All 4-color process materials must be accompanied by a cromalin proof or progressive proof.

## Production Charges

Typesetting; pasteup; design; copywriting and illustration; photo service; production proofs; stripping and tints; color separations and color proofs. Charges for production will be based on industry standards. (See charges on "Production Charges" previous page)