

RATE CARD 23 for 2019

DESCRIPTION

Controlled circulation magazine, size 8-1/8" x 10-7/8" trim. Printed offset on coated stock. Two-, three-, and four-column format. Columns are 3-3/8" wide, 2-1/4" wide, or 1-5/8" wide by 10" deep.

ISSUANCE & CLOSING DATES

Issued bimonthly: February (Buyers' Guide), April, June, August (Almanac & Directory), October, December. Published mid-month. Advertising space reservations close 5 weeks prior to publication, except buyers' guide and almanac, six weeks prior.

DISPLAY ADVERTISING RATES

Number of insertions used within 12 months from date of first insertion on contract period determines frequency rate. Minimum rate holder is 1/4 page.

Unit	1 Time	3 Times	6 Times
Black & White			
Full Page	\$2,410	\$2,195	\$1,955
2-Page Spread	4,690	4,265	3,775
2/3 Page	1,985	1,815	1,695
1/2 Page	1,665	1,540	1,425
1/3 Page	1,150	1,060	990
1/4 Page	965	885	825
Four-Color			
Full Page	\$3,110	\$2,895	\$2,655
2-Page Spread	5,840	5,415	4,925
2/3 Page	2,685	2,515	2,395
1/2 Page	2,365	2,240	2,125
1/3 Page	1,850	1,760	1,690
1/4 Page	1,665	1,585	1,525

TWO-COLOR RATES. Add to black-and-white rates.

STANDARD COLORS: per color, per page \$ 325

MATCHED or PMS: only one color per page 495

Contact publisher for availability and rates for metallic or neon inks and 5-color or 6-color ads.

BLEED. Charge for bleed or oversize advertisements is 15% on space and color. Gutter bleed on spreads, no charge.

COMMISSIONS, DISCOUNTS. 15% commissions allowable to recognized agencies on space, bleed and color, if paid within 30 days. No commissions on production charges.

CONTRACTS, COPY REGULATIONS. Agencies and clients assume all responsibility for advertising content. No ad cancellations allowable after closing.

SHIPPING INFORMATION

Send contracts, insertion orders copy, artwork and other printing materials (except inserts) to *Military Club & Hospitality*, 825 Old Country Road, Westbury, NY 11590.

MECHANICAL INFORMATION

Web offset printed on coated stock inside, 70-pound coated cover; special issues 100-pound cover. Saddle stitched; special issues perfect bound. Type pages 7" wide x 10" deep. Trim size 8-1/8" x 10-7/8". Bleed size, one page, 8-3/8" x 11-1/8"; bleed size, two-page spread, 16-3/4" x 11-1/8". Gutter width 3/4". Keep all matter not bleeding 3/8" from trim edges..

AD SIZES

Page Unit	Width by Depth (inches)
Bleed	8 3/8 x 11 1/8
Full Page	7 x 10
Two-Thirds	4 5/8 x 10
One-Half	7 x 4 7/8
One-Half	3 3/8 x 10
Island One-Half	4 5/8 x 7 3/8
One-Third	4 5/8 x 4 7/8
One-Third	2 1/4 x 10
One-Quarter	3 3/8 x 4 7/8
One-Quarter	7 x 2 3/8

Other sizes accepted. For confirmation, contact publisher.

ADVERTISING REQUIREMENTS

Electronic files required for all advertisements—four-color, spot color, black-and-white. Press-ready/print-ready PDF files are preferred. EPS and TIF format files are also accepted. Check with publisher before sending an ad in any other format.

Word-processing or presentation programs (Word, WordPerfect, PowerPoint, Publisher, etc.) are not acceptable as ad materials.

All photos must be 266-300 dpi resolution at 100% of size used in ad.

They should be formatted using CMYK for four-color or as grayscale for black and white and placed in the document.

Fonts should be embedded or changed to art so no copy reflow or font replacement occurs. **Truetype fonts are not accepted.**

A hard-copy proof is required. Publisher is not responsible for reproduction of any ads furnished without proofs. Four-color ads must have proofs usable for matching on press. If no color proof is provided, publisher will create one for a fee.

DVDs, CDs and selected other media accepted. A collect for output report or a similar report must accompany each disk furnished.

E-mailed files under 5mb accepted. Fax hard-copy proofs to production department, 516-334-8958. E-mail files to production@ebmpubs3.com

To upload advertising files to the *Military Club & Hospitality* FTP site, contact production director.

Materials not meeting these specifications may be acceptable with the understanding that advertiser will be billed back for production costs. Written cost estimates will be furnished upon receipt of advertising materials. Minimum charge, \$50. If film is furnished, a production charge will be incurred. Color rotation (web offset): blue, black, red, yellow using IPI inks.

Advertising materials retained for 12 months, then discarded unless other instructions are received from advertiser or agency.

INSERTS, GATEFOLDS

Gatefolds available; eight weeks lead time required. Inserts accepted for binding or tip-in. For rates, specifications and shipping instructions contact publisher.