

Rate Card 30
Effective in 2012 • Issued Oct. 1, 2011

DESCRIPTION

Controlled circulation 10" x 12" magazine. Issued bimonthly. Four-column format; columns are 2-1/16" wide, 11" deep. Printed offset on coated stock.

DISPLAY ADVERTISING RATES

Unit	1 Time	3 Times	6 Times
<i>Black & White</i>			
Full page	\$3,040	\$2,810	\$2,515
Two-page spread	5,865	5,395	4,845
4/5 page	2,750	2,515	2,220
1/2 page	2,530	2,295	2,055
1/2-page spread	4,945	4,495	3,995
1/3 page	1,975	1,815	1,595
1/4 page	1,695	1,575	1,355
1/6 page	1,325	1,225	1,045
1/8 page	1,070	985	865
<i>Four-Color</i>			
Full page	\$3,815	\$3,585	\$3,290
Two-page spread	7,115	6,645	6,095
4/5 page	3,525	3,290	2,995
1/2 page	3,305	3,070	2,830
1/2-page spread	6,195	5,745	5,245
1/3 page	2,750	2,590	2,370
1/4 page	2,470	2,350	2,130

Number of insertions used within 12 months from date of first insertion on contract period determines frequency rate. Minimum rate holder is 1/8 tabloid page.

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

Standard—per color, per page \$ 325
PMS or MATCHED—no more than one color per page 495

COMMISSIONS, DISCOUNTS

15% commissions allowable to recognized agencies on space 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 15th of second month preceding month of publication.

INSERTS, GATEFOLDS

Gatefolds accepted. Inserts accepted for binding or tip-in. For rates, mechanical specifications, shipping instructions contact Ad Manager.

CLOSING DATES

Published first week of latter cover month. Space closes 15th of second month preceding publication date.

SHIPPING INFORMATION

Send contracts and insertion orders to **College Store Executive**, 825 Old Country Road, Westbury, NY 11590. Send copy, art files, and other printing materials (except inserts) to the attention of the Production Department.

MECHANICAL INFORMATION

Web offset printed on glossy coated stock. Saddle stitched or perfect bound. Type pages 9-1/8" wide x 11" deep. Trim size 10" x 12"; bleed size 10-1/4" x 12-1/4". Bleed size (2-page spread) 20-1/4" x 12-1/4". Gutter width 1/2" each side. Keep all matter not bleeding 3/8" from trim edges.

AD SIZES

All magazine sizes accepted. Typical and suggested sizes follow:

Page Unit	Width	Depth
in inches		
1	9	11
4/5	9	8 -3/4
1/2	6 -11/16	7 -1/4
1/2	5 -7/8	8 -1/2
1/2	9	5 -3/8
1/2	4 -3/8	11
1/3	4 -3/8	7 -1/4
1/3	2 -7/8	11
1/3	5 -7/8	5 -3/8
1/3	9	3 -9/16
1/4	2 -1/16	11
1/4	2 -7/8	8 -1/2
1/4	9	2 -5/8
1/4	4 -3/8	5 -3/8
1/4	6 -11/16	3 -9/16
1/6	2 -7/8	5 -3/8
1/6	5 -7/8	2 -11/16
1/8	2 -1/16	5 -3/8
1/8	4 -3/8	2 -5/8

ADVERTISING REQUIREMENTS

Electronic files required for all advertisements—four-color, spot color, black-and-white. 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 CYMK 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.**

CDs and DVDs accepted. E-mail files under 5mb accepted; send to rosario@productionebm.com

To upload advertising files to the **College Store Executive** FTP site, contact production director.

No hard-copy proofs are required if PDFs are sent.

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 for web offset: blue, black, red, yellow (IPI inks).

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

SUBSCRIPTIONS

\$30 per year in the U.S.; two years, \$50.