

Government Food Service

an ebm publication

825 old country road • westbury, new york 11590 • phone (516) 334-3030 • fax (516) 334-3059 • e-mail: ebm-mail@ebmpubs.com

RATE CARD

Rate Card No. 7
Effective in 2012

DESCRIPTION

Controlled circulation magazine, 8 1/8" x 10 7/8" trim. Two-, three- or four-column format, 3 3/8", 2 1/4" or 1 5/8" wide by 10" deep.

ISSUANCE & CLOSING DATES

Issued nine times yearly: January, March, April, May, July, August, September, October, November. Published third week of month. Advertising space reservations close five weeks prior to publication, except almanac and show issues, eight weeks prior.

DISPLAY ADVERTISING RATES

Unit	1 Time	3 Times	6 Times	9 Times
<i>Black & White</i>				
Full Page	\$3165	\$2890	\$2645	\$2365
Page Spread	5695	5110	4535	4045
2/3 Page	2795	2510	2275	2025
1/2 Page	2385	2145	1945	1765
1/2 Page Spread	4440	4080	3675	3320
1/3 Page	1775	1625	1475	1345
1/3 Page Spread	3340	3040	2745	2480
1/4 Page	1480	1360	1185	1075
<i>Four-Color</i>				
Full Page	\$3865	\$3590	\$3345	\$3065
Page Spread	6945	6360	5785	5295
2/3 Page	3495	3210	2975	2725
1/2 Page	3085	2845	2645	2465
1/2 Page Spread	5690	5330	4925	4570
1/3 Page	2475	2325	2175	2045
1/4 Page	2180	2060	1885	1775

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.

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.

PREMIUM POSITIONS. Covers II, III, IV premium, 15% on space, color and bleed. Contact publisher for rates for gatefolds and other special positions.

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

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

MECHANICAL INFORMATION

Web offset printed on coated stock inside, 70-pound coated 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 1/2" x 11 1/8". Gutter width 3/4". Keep all matter not bleeding 3/8" from trim edges.

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 preferred; EPS and TIF format files 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.**

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

No hard-copy proof is required if a PDF is furnished.

To upload advertising files to the **Government Food Service** FTP site, contact production manager.

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.

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. Inserts accepted. For rates, mechanical specifications and shipping information, contact publication.

SHIPPING INFORMATION

Send contracts, insertion orders, copy, artwork and other printing materials (except inserts) to **Government Food Service**, 825 Old Country Road, Westbury, New York 11590.

SUBSCRIPTIONS

\$40 per year in U.S.; two years, \$70.