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825 OLD COUNTRY ROAD
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RATE CARD

Rate Card No. 10 - Issued October 1, 2008
 Effective in 2010

DESCRIPTION

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

ISSUANCE & CLOSING DATES

Issued ten times yearly: January, February, March, April, May, June, July, September, October, November. Published third week of month. Advertising space reservations close six weeks prior to publication, except convention issues, eight 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	7 Times	10 Times
<i>Black & White</i>				
Full Page	\$3225	\$3025	\$2825	\$2545
Page Spread	5125	4835	4525	3825
2/3 Page	2645	2350	2215	2065
1/2 Page	2210	1995	1865	1695
1/3 Page	1615	1540	1390	1295
1/4 Page	1295	1210	1095	995
<i>Four-Color</i>				
Full Page	\$3925	\$3725	\$3525	\$3245
Page Spread	6375	6085	5775	5075
2/3 Page	3345	3050	2915	2765
1/2 Page	2910	2695	2565	2395
1/3 Page	2315	2240	2090	1995
1/4 Page	1995	1910	1795	1695

TWO-COLOR RATES.

Standard—per color, per page \$325
 MATCHED or PMS—no more than one color per page 495
 Contact publisher for availability and pricing for neon or metallic inks and 5-color or 6-color ads.

BLEED. Charge for bleed or oversize advertisements is 15% on space and color. No charge for gutter bleed on spreads.

PREMIUM POSITIONS. Charge for covers or other premium positions is 15% on space, color and bleed.

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.

INSERTS, GATEFOLDS. Inserts and gatefolds accepted. For rates, mech-anical specifications and shipping information, contact publication.

SUBSCRIPTIONS

\$35 per year in U.S.; two years, \$60.

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 3/4" 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, and black-and-white. Press-ready/print-ready PDF files are preferred. EPS and TIF format files are also acceptable. Check with publisher before sending an ad in any other format.

Word-processing, presentation and other office programs (e.g., Word, Powerpoint, Excel, Microsoft Publisher) are NOT acceptable as ad materials. WMFs (Windows Metafiles) are NOT acceptable.

All photos must be 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 press. If no color proof is provided, publisher will create one.

Zip disks, CDs and DVDs accepted. A collect for output report or a similar report must accompany each disk furnished.

E-mailed files of 5mb or under accepted; e-mail files to mail@productionebm.com

To upload advertising files to the **Government Recreation & Fitness** 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.

Color rotation for 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.

SHIPPING INFORMATION

Send contracts, insertion orders, copy, artwork and other printing materials (except inserts) to **Government Recreation & Fitness**, 825 Old Country Road, P.O. Box 1500, Westbury, New York 11590.