

RATE CARD 23 for 2012

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 AND CLOSING DATES

Issued eight times yearly: February, March, April, June, August (almanac & directory), September, October, December. Published first week of month. Advertising space reservations close 5 weeks prior to publication, except expo/convention issues 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 1/6 page.

Unit	1 Time	4 Times	8 Times
<i>Black & White</i>			
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
1/6 page	660	605	540
<i>Four-Color</i>			
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

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

Standard—per color, per page \$ 325
PMS/MATCHED—no more than one color per page. . 495
Contact publisher re neon/metallic inks, 5- 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, P.O. Box 1500, Westbury, N.Y. 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

All magazine sizes accepted. Suggested sizes follow:

Page Unit	Width by Depth in 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
One-Sixth	2-1/4 x 4-7/8
One-Sixth	4-5/8 x 2-3/8

Other sizes accepted. For confirmation, check with 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 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.**

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

No hard-copy proof is required if a PDF is furnished. To upload advertising files to the **Military Club & Hospitality** FTP site, contact production director at 516-334-3030.

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.