

ON-CAMPUS HOSPITALITY

AN EXECUTIVE BUSINESS MEDIA PUBLICATION

825 Old Country Road • Westbury, New York 11590 • (516) 334-3030 • Fax (516) 334-3059 • e-mail: ebm-mail@ebmpubs.com

RATE CARD 20

Effective in 2012

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 and CLOSING DATES

Issued nine times yearly: February, March, April (NRA issue), May, July (NACUFS issue), August, September, October (NACAS issue), November. Published first week of month. Advertising space reservations close two months prior to publication.

DISPLAY ADVERTISING RATES

Unit	1 Time	3 Times	6 Times	9 Times
<i>Black & White</i>				
Full Page	\$3235	\$2945	\$2675	\$2385
Page Spread	5825	5175	4585	4075
2/3 Page	2795	2565	2320	2065
1/2 Page	2385	2195	1975	1785
1/3 Page	1825	1655	1495	1360
1/4 Page	1525	1395	1195	1085
<i>Four-Color</i>				
Full Page	\$3935	\$3645	\$3375	\$3085
Page Spread	7075	6425	5835	5325
2/3 Page	3495	3265	3020	2765
1/2 Page	3085	2895	2675	2485
1/3 Page	2525	2355	2195	2060
1/4 Page	2225	2095	1895	1785

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 \$ 250
MATCHED or PMS: only one color per page 300

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. No charge for gutter bleed on spreads.

POSITION PREMIUMS. 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.

SUBSCRIPTIONS

\$40.00 per year; two years, \$70; single issue \$5.00.

MECHANICAL INFORMATION

Web offset, printed on coated stock. Saddle-stitched; special issues perfect bound. Type pages 7" wide x 10" deep. Trim size 8 1/8" x 10 7/8". Bleed size, single 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, 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 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 janet@productionebm.com.

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

To upload advertising files to the **On-Campus 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.

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

Contracts, insertion orders, copy, artwork and other printing materials (except inserts) should be sent to *On-Campus Hospitality*, 825 Old Country Road, Westbury, P.O. Box 1500, NY 11590-0812.