

Ad Rates-Tabloid Black and White

	1X	3X	6X	12X	18X	24X
Tab. 2-pg. spread	\$3,966	3,810	3,650	3,512	3,376	3,238
Tab. 1 pg.	2,198	2,115	2,031	1,950	1,875	1,798
Tab. 1/2 pg.	1,295	1,241	1,185	1,144	1,096	1,047

Standard Black and White

	1X	3X	6X	12X	18X	24X
Std. 2-pg. spread	\$3,065	2,933	2,823	2,707	2,603	2,494
Std. 1 pg.	1,528	1,469	1,412	1,350	1,295	1,248
Std. 2/3 pg.	1,254	1,204	1,158	1,110	1,060	1,020
Std. 1/2 pg.	1,088	1,047	1,000	966	927	881
Std. 1/3 pg.	786	752	718	689	661	635
Std. 1/6 pg.	455	434	423	401	386	372

Color

4-Color	\$595
2-Color - (PMS match)	450
ROP (Run of Press/Unspecified color)	300

Special Positions and Bleed: 10% of space

Top-Seller Poster Ads (Including Color)

	1X	3X	6X	12X	18X	24X
Std. 1/3 pg.	\$1,658	1,625	1,585	1,551	1,528	1,494

Covers (Including 4-Color and Bleed)

	1X	3X	6X	12X	18X	24X
Cover 2	\$3,635	3,493	3,351	3,220	3,090	2,965
Cover 3	3,566	3,425	3,288	3,158	3,033	2,908
Cover 4	3,941	3,783	3,629	3,488	3,339	3,208

Pre-Printed Inserts

	1X	3X	6X	12X	18X	24X
4 pages	\$3,441	3,305	3,169	3,043	2,919	2,811
6 pages	4,850	4,656	4,469	4,288	4,111	3,946
8 pages	5,888	5,651	5,429	5,206	5,003	4,804
12 pages	7,364	7,064	6,786	6,509	6,251	5,991
16 pages	8,540	8,191	7,870	7,552	7,245	6,962
Single sheet inserts	\$2,201					

Special CBA Issue Mechanical Requirements

Standard

Trim:	7 ¹ / ₈ " x 10 ³ / ₈ "
Nonbleed:	7 ³ / ₈ " x 10"
Bleed:	7 ⁷ / ₈ " x 10 ¹ / ₈ "
Live Matter:	7" x 9 ¹ / ₈ "

Tabloid

Trim:	10 ³ / ₈ " x 14 ³ / ₈ "
Nonbleed:	9 ³ / ₈ " x 14"
Bleed:	11" x 15"
Live Matter:	5/8" from gutter; 3/8" from head, foot and face trim

Standard Spread

Trim:	15 ¹ / ₈ " x 10 ³ / ₈ "
(Per Page: 7 ¹ / ₈ " x 10 ³ / ₈ "	
Nonbleed:	14 ¹ / ₈ " x 10"
(Per Page: 7 ¹ / ₈ " x 10"	
Bleed:	15 ⁵ / ₈ " x 10 ¹ / ₈ "
(Per Page: 7 ⁷ / ₈ " x 10 ¹ / ₈ "	
Live Matter:	5/8" from gutter 3/8" from head, foot and face trim

Tabloid Spread

Trim:	21 ¹ / ₈ " x 14 ³ / ₈ "
(Per Page: 10 ³ / ₈ " x 14 ³ / ₈ "	
Nonbleed:	19 ¹ / ₈ " x 14"
(Per Page: 9 ³ / ₈ " x 14"	
Bleed:	22" x 15" (Per Page 11" x 15")
Live Matter:	5/8" from gutter; 3/8" from head, foot and face trim (per page)

Material Specifications

1. Trim and bleed sizes: Trim size 10³/₈" x 14³/₈". Bleed page size 11" x 15". Important illustrations and type matter should be kept ¹/₈" from trim and ¹/₈" from gutter.
2. Line screen: 133
3. Printing materials: Digital ad material only. Advertiser must provide digital proof. Specifications for digital files available via fax: (407) 333-7100, Attn: Ad Traffic Coordinator. Ads received in film (negative, right reading, emulsion down) will be digitized at client's expense.

Material Specifications (continued)

4. Method of printing: Web offset, 4-color process.
5. Binding: Saddle-stitched. (CBA issue is perfect bound. See Mechanical Requirements.)
6. Advertiser will be billed for preparation charges when publication typesets advertisements, makes color separations, designs layouts, shoots photos, manipulates or corrects digital files or performs other extensive preparation on advertising material (\$45 per hour).
7. Art prepared by Strang Communications and billed to the advertiser becomes the property of the advertiser. However, materials will be stored for 12 months and then destroyed unless otherwise instructed by advertiser at time of insertion.
8. All spread film must be provided as single pages (otherwise production charges will be applied).
9. Ad material will be returned to the advertiser if requested in writing. The cost of postage and handling will be billed to the advertiser.
10. Electronic media: MAC format, QuarkXpress, EPS/TIFF, CMYK. Call for full digital guidelines.

General Rate Policy

1. Advertising rates are subject to change without notice; however, contracts in effect at the time of a rate change will be held for six months.
2. If a cancellation is necessary, it must be made in writing prior to the closing date. If a cancellation does occur after the allowed time, a 25 percent cancellation fee will be assessed.
3. We will work with you to receive new material, but if a new ad does not arrive in time for approval, we reserve the right to print the previous ad.