

# 2008 Advertising Rates & Specifications

B/W Rates	1x	3x	6x	12x	18x	24x
1 page	\$ 3870	\$ 3580	\$ 3410	\$ 3270	\$ 3090	\$ 2890
2/3 page	2830	2700	2550	2390	2290	2135
1/2 page (island)	2495	2370	2265	2100	1995	1900
1/2 page	2235	2175	2070	1965	1830	1735
1/3 page	1600	1540	1445	1340	1260	1195
1/4 page	1300	1205	1125	1070	1030	970
Cover 2*			5640	5460	5180	4980
Cover 3*	5900	5670	5450	5190	4990	4910
Cover 4*			5875	5745	5510	5200

\*Includes Bleed and Color

Bulk Rates	36x	48x
1 page	\$ 2715	\$ 2600

### Color Rates

#### 4-Color or 3-Color Process Special Color

Rates are for R.O.P. 4- or 3-color process inks only. Printing is by web-offset. Rate is for any special color and black.

Per Page.....	\$ 1430	Per Page.....	\$ 1280
Per Spread.....	\$ 2550	Per Spread.....	\$ 2280
Per 1/2 page.....	\$ 980	Per 1/2 page.....	\$ 820

#### Standard Color

Rate is AAAA Standard Red, Blue, Yellow and Green.

Per Page.....	\$ 690
Per Spread.....	\$ 1250
Per 1/2 page.....	\$ 490

#### Metallic Color

Rate is for simulated metallic colors.

Per Page.....	\$ 1430
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### Insert Rates

Contact Publisher for more Information.

### Classified Rates

Paragraph Style/\$75 minimum includes 20 words; \$1.60 per additional word. (Word = 2 characters or more)

	1x	3x	6x	12x
Per Inch	\$ 140	\$ 125	\$ 110	\$ 100

All classified ads are payable with copy and are non-commissionable.

### Production Information

#### SWOP Specifications Apply.

#### Digital File Submission

All materials submitted electronically are subject to review by the production department. Macintosh formatted CD's are preferred. Advertisers may also send their files electronically using our FTP site. Contact the Advertising Manager at (847) 405-4000 for specifications and directions for downloading ads.

The following must accompany any ad sent electronically or on disk:

#### Ad Materials

High Resolution PDF-X1a files with fonts and images embedded. Advertisers must provide a go-by for identification purposes.

#### Certified Color Press Proof

All ads will be printed to the density indicated in the file unless a certified color press proof is provided. Valid types of color proofs include Matchprints, Fujiproof, or digital proofs such as Pictro or Iris. Laser, ink-jet, or color copy proofs are acceptable for identification purposes only. If a valid color proof is not provided but is desired, we will produce one at an additional production charge of \$50.

#### Production Charges

Artwork, copy changes, film conversion, other prep work are billed at net, no agency discounts.

#### Material Storage

Materials are stored by publisher for 1 year from issue date, then destroyed unless otherwise instructed by the advertiser or agency.

### Ship Materials, Insert Samples, Insertion Orders, etc. to:

BNP Media  
National Provisioner  
Production Manager  
155 Pfingsten Road, Suite 205  
Deerfield, IL 60015

### Mechanical Information

<b>Trim Size</b>	8" X 10-3/4"
<b>Printing</b>	Body forms and covers heat-set web offset.
<b>Binding</b>	Perfect bound. Jogs to head.
<b>Paper Stock</b>	Covers 80 lb Coated Stock Body 40 lb Coated Stock

### Advertising Space Sizes

NON-BLEED	INCHES	BLEED	INCHES
(width x depth)		(width x depth)	
Full Page .....	7" x 10"	Full Page Bleed .....	8-1/4" x 11"
2/3 Page.....	4-1/2" x 10"	2/3 Page Bleed.....	5-3/16" x 11"
1/2 Page (vert.).....	3-3/8" x 10"	1/2 Page (vert.) Bleed .....	4" x 11"
1/2 Page (horiz.) .....	7" x 4-7/8"	1/2 Page (horiz.) Bleed...	8-1/4" x 5-3/8"
1/2 Page (island)...	4-1/2" x 7-1/2"		
1/3 Page (vert.).....	2-1/4" x 10"	Spread Bleed.....	16-1/4" x 11"
1/3 Page (square) ...	4-1/2" x 4-7/8"		
1/3 Page (horiz.) .....	7" x 3-3/8"	Above sizes allow for 1/8" bleed	
1/4 Page (square)...	3-3/8" x 4-7/8"	on all sides.	
1/4 Page (horiz.) .....	7" x 2-3/8"	Gutter bleed only – each side	
		7-5/8" X 10".	

Trim size is 8" X 10-3/4". Vital advertising material should be kept at least 3/8" away from final trim, 1/2" from bleed size. Critical material should not run into the gutter.