

# 2017 RATES

## 4-COLOR

AD SIZE	1-TIME	3-TIME	6-TIME	9-TIME	12-TIME
Tabloid	11,995	11,395	10,795	10,195	9,595
2/3 Tabloid	9,895	9,385	8,875	8,365	7,855
1/2 Tabloid	8,095	7,695	7,295	6,895	6,495
1/3 Tabloid	6,445	6,085	5,725	5,365	5,005
Junior	8,495	8,045	7,595	7,145	6,695
2/3 Junior	6,445	6,110	5,775	5,440	5,105
1/2 Junior	5,320	5,050	4,780	4,510	4,240
1/3 Junior	3,895	3,705	3,515	3,325	3,135
1/4 Junior	3,295	3,145	2,995	2,845	2,695
Tabloid Spread	22,790	21,590	19,390	19,190	17,990
Junior Spread	15,840	14,940	14,040	13,140	12,240

## MECHANICAL REQUIREMENTS

AD SIZE		WIDTH	DEPTH	AD SIZE		WIDTH	DEPTH
Tabloid Spread	(Bleed Ad)	22"	14-1/4"	Junior Spread	(Bleed Ad)	15-3/4"	11"
	(Non-Bleed Ad)	20-3/4"	13"		(Non-Bleed Ad)	15-1/2"	10-1/4"
	(Trim Size)	21-3/4"	14"		(Live Area)	15-1/2"	10-3/4"
Tabloid	(Bleed Ad)	11-1/8"	14-1/4"	Junior	(Bleed)	8"	11"
	(Non-Bleed Ad)	9-7/8"	13"		(Non-Bleed Ad)	7-1/4"	10-1/4"
	(Trim Size)	10-7/8"	14"	2/3 Junior	(Vertical)	4-1/2"	10"
2/3 Tabloid	(Vertical)	7"	13"	1/2 Junior	(Island)	4-1/2"	7-1/2"
	(Horizontal)	10"	10"	(Vertical)	3-3/8"	10"	
1/2 Tabloid	(Vertical)	5-1/4"	13"	(Horizontal)	7"	4-7/8"	
	(Horizontal)	10"	7-1/2"	1/3 Junior	(Vertical)	2-1/8"	10"
1/3 Tabloid	(Vertical)	3-3/8"	13"	(Horizontal)	4-1/2"	4-7/8"	
	(Horizontal)	10"	4-7/8"	1/4 Junior	(Vertical)	3-3/8"	4-7/8"

**COLOR RATE EXCEPTIONS:** Black & White ads-Deduct \$1,100 per ad; Standard 2-Color ads-Deduct \$600; Matched Color ads-Deduct \$300.

**COVERS & SPECIAL POSITIONS:** Contact publisher for details.

**INSERTS AND GATEFOLDS:** Contact publisher for rates and information.

**GENERAL RATE POLICY:** All advertising subject to Publisher's approval. If more or less insertions are used within one year than specified in the order, charges will be adjusted in accordance with established rates.

**AGENCY COMMISSION:** 15% to recognized agencies on space and color charges if paid within 30 days from invoice.

**PAYMENT TERMS:** Net 30 days. Late payments may be subject to 1% interest per month, loss of agency commission and collection fees.

*Cancellations not accepted after published deadline.*

### PRINT SPECIFICATIONS:

**FORMATS:** All ad artwork should be sent as 300 dpi, CMYK pdf printing files. Editorial images should be sent as 300 dpi jpg files. **All ad files and/or editorial images should be converted from RGB to CMYK prior to sending to ensure correct print colors.** Please check with the publisher for complete specifications, production charges and uploading information.

**PLEASE SEND AD MATERIALS TO:** Sharon@pipmag.com

Call Sharon at (847)-705-6867 for details to upload files to our ftp site.