



ADVERTISING RATE SHEET

AD SIZES AND RATES				
SIZE	DIMENSIONS	COL. IN.	B&W	CMYK / COLOR
Center Spread	20.5" x 16"	130+	NA	\$5,000.00
Back Cover	9.75" x 16"	80	NA	\$2,500.00
Full Page	9.75" x 16"	80	\$1,000.00	\$2,000.00
Half Page - Horiz.	9.75" x 8"	40	\$500.00	\$1,000.00
Half Page - Vertical	7.9" x 9.75"	40	\$500.00	\$1,000.00
Quarter Page	5.785" x 8"	24	\$300.00	\$600.00
3 col x 5"	5.785" x 5"	15	\$188.00	\$375.00
3 col x 4"	5.785" x 4"	12	\$150.00	\$300.00
3 col x 3"	5.785" x 3"	9	\$113.00	\$225.00
2 Column Strip	3.812" x 6"	12	\$150.00	\$300.00
2 col x 5"	3.812" x 5"	10	\$125.00	\$250.00
2 col x 4"	3.812" x 4"	8	\$100.00	\$200.00
2 col x 3"	3.812" x 3"	6	\$75.00	\$150.00
Business Card	3.812" x 2"	4	\$50.00	\$100.00
Business Directory Listing		Regular \$10.00 • Bold \$20.00		

PAYMENT:

Due at time of ad placement order. We accept MasterCard and Visa.

DISCOUNT:

A discount of 15% is given when you contract for four insertions (one year). You will be invoiced each quarter.

SPECIAL PLACEMENT:

Such as inside front, inside back, center spread, right page, special location request - add 15%

PUBLICATION DAY:

Quarterly on June 15, September 15 and December 15.

QUANTITY:

50,000 issues restocked through out the quarter.

ADVERTISING COST:

Cost per column inch for all other sizes is \$12.50 (B&W) or \$25 (color).

AD SPECIFICATIONS:

Spectrum requests that advertising material be submitted as a PDF/X-1a file or a TIFF File. PDF X-1a is a subset of the Adobe Portable Document Format. It restricts the content and structure of PDF files so they can be reliably used in print production environments. Detailed information about PDF/X-1a can be found at www.pdf-x.com.

PDF/X-1a Specifies that:

- All fonts and images must be embedded in the PDF
- All page elements must be encoded as CMYK
- MediaBox and TrimBox dimensions must be defined
- The PDF file must be identified as trapped or untrapped
- The intended printing condition must be defined

Adobe Acrobat Distiller 6.0 and later can be configured to produce PDF/X-1a files.

Prepare PDF/X-1a files with a resolution of 600dpi. Raster elements (Photoshop TIFF, EPS, etc.) should be prepared at 300dpi. Colors must be defined as CMYK

Mailing: P.O. Box 31331 • San Francisco, California 94131

Shipping: 1407 Guerrero Street, Suite B • San Francisco, California 94110

Tel: 415-255-9760 • Fax: 415-252-0724 • email: sales@sfspectrum.com