

THE MONTHLY ASPECTARIAN 2010 ADVERTISING RATES

Display Advertising Dimensions

Ad Size	Dimensions in Inches (W x H)
Full Page Bleed*	8-1/2" x 11" (1/8" bleed 4 sides)
Full Page	7-1/8" x 9-5/8"
2/3 Vertical	4-5/8" x 9-5/8"
2/3 Square	7-1/8" x 7-1/8"
1/2 Vertical	4-5/8" x 7-1/8"
1/2 Horizontal	7-1/8" x 4-5/8"
1/3 Vertical	2-1/4" x 9-5/8"
1/3 Horizontal	7-1/8" x 3-3/8"
1/3 Square	4-5/8" x 4-5/8"
1/4 Vertical	3-3/8" x 4-5/8"
1/4 Horizontal	4-5/8" x 3-3/8"
1/6 Vertical	2-1/4" x 4-5/8"
1/6 Horizontal	4-5/8" x 2-1/4"
1/8 Vertical	2-1/4" x 3-3/8"
1/8 Horizontal	3-3/8" x 2-1/4"
WebSources Ads	2-1/4" x 1" (225 x 100 pixels)
Calendar Squares	1.7" x 1.6"

*Bleeds available on full-page ads only. Trim size 8-1/4" x 10-3/4".

DEADLINES

Copy for ads to be typeset is due by the 15th of the preceding month, camera ready ads are due by the 20th.

Typeset display ads submitted by the 15th of the month will be emailed for customer review prior to going to press. Display advertising received after the due date will be accommodated as time allows regarding sending of proofs and other amenities.

Advertisers running dated camera ready ads should furnish a generic ad to be used in case of production delays. If materials are not received by the 20th of the month, your generic ad or the most recent advertisement from a previous month will be repeated.

Deadlines falling on a weekend or holiday will be moved to 5pm the next business day.

REQUIREMENTS

All ads must conform to our sizes and specifications. Ads that are not sized as specified will be resized to fit the publication and production fees will be charged. Ads not submitted camera ready will incur production charges. Production charges are billed at \$60.00 per hour, minimum charge is 1/2 hour.

Ads must be submitted in one of the following formats ONLY (most preferred listed first):

- Adobe Pagemaker or Photoshop (PC versions 5.0-7.0).
- CMYK/Gray print optimized PDF, 200 dpi, all fonts must be embedded.

- CMYK/Gray PC-format TIFF file, 200 dpi.
- JPEG file, 200 dpi, minimal compression.

Word, Publisher, PowerPoint, Corel, Ami Pro, and similar files are **NOT** camera ready art for ads. Convert these to PDFs before sending. If you do not have Adobe Acrobat 4 or higher, this can be done for free online at Adobe's website: <http://createpdf.adobe.com/>

Photos and other graphics can be accepted in almost any file format provided they will be 200 dpi when sized for use in your ad.

Call with any production questions: 847-966-1110

Send your ad files as:

1. An email attachment in one of the named formats (may be compressed using WinZip or equivalent, no SIT files). Email to artroom@lightworks.com.

Note: We are a PC shop. Macintosh-created ads must be converted to one of the named formats and furnished uncompressed via email or on PC-readable media.

Black & White Display Rates

Size	1X	3X	6X*	12X*
Full Page	\$1,019	\$916	\$763	\$662
2/3 Page	\$799	\$718	\$600	\$519
1/2 Page	\$600	\$540	\$449	\$389
1/3 Page	\$439	\$396	\$329	\$286
1/4 Page	\$364	\$328	\$274	\$237
1/6 Page	\$279	\$252	\$209	\$182
1/8 Page	\$213	\$191	\$160	\$138

Rates shown are for Camera Ready art.

Full-Color Display Rates

Size	1X	3X	6X*	12X*
Full Page	\$1,342	\$1,208	\$1,007	\$872
2/3 Page	\$1,053	\$947	\$790	\$684
1/2 Page	\$790	\$711	\$592	\$514
1/3 Page	\$579	\$522	\$435	\$376
1/4 Page	\$480	\$432	\$360	\$312
1/6 Page	\$369	\$331	\$276	\$240
1/8 Page	\$281	\$252	\$210	\$182
WebSources Ads	\$67	\$61	\$51	\$44
Calendar Squares	\$85/Sq. Call for sizes available.			

Four-color work is "Run-of-Press" unless proof is furnished. Rates shown are for Camera Ready art. No RGB graphics.

*Prepaid 6X run earns 10% discount off the total charge, prepaid 12X run earns 20% discount off the total charge.

Pricing and specifications subject to change without notice.

Lightworks/The Monthly Aspectarian PO Box 1342, Morton Grove, IL 60053
Phone 847/966-1110 • Email tma@lightworks.com • Website www.lightworks.com