



## 2012 Journal Rates and Mechanical Specifications

Trim size 8.5 inches by 11 inches

Ad sizes	
Full page	7" w by 10" h
Full page bleed	8.5" by 11"
½ page vertical	3-3/8" w by 10" h
½ page horizontal	7" w by 4-7/8" h
Back cover	7" w by 6 ¼" h
Back cover bleed (sides and top)	8 ½" w by 6 ¼" h

Ad rates			
		Black and White (inside covers and inside pages)	Full Color (outside back cover and inside covers)
Full page	1 x	\$225	\$400
	2-3 x	\$215	\$380
Back Cover Page *	1 x		\$600
	2-3 x		\$570
½ page vertical	1 x	\$148	
	2-3 x	\$140	
½ page horizontal	1 x	\$148	\$340
	2-3 x	\$140	\$325

\* Below mailing label and premier position

### General instructions

A high resolution, press-ready PDF is required for all electronic ad submissions. All fonts must be embedded. Minimum required resolution is 300 dots per inch for color or grayscale images. All color files must be created and submitted to publisher in CMYK color mode. Publisher will convert ads submitted in RGB mode but will not be responsible for color reproduction of these ads.

### Image Size/Crop

Digital art files should be created or scaled to the size intended for print.

### Proofing Procedure

The name, phone number, and e-mail address of the person authorized to inspect the ad proof must be provided on the insertion order (space reservation).

B&W ads: A hard-copy proof the same size as the digital art must be supplied with the final digital file.

Color ads: All color ads require a SWOP certified ([www.swop.org](http://www.swop.org)) contract color proof, which includes a SWOP proofing bar. Desktop inkjet printer proofs do not meet SWOP specifications. Publishers will not guarantee a color match unless an acceptable proof is provided.

### File Submission Instructions

Please submit ad files using one of the following media: Iomega Zip (100 or 250), CD-ROM, or e-mail. If e-mailing artwork, send the proof in a separate package via surface mail.

