

# MB News 2008 Advertising Rates & Specifications

## Black & White Ads

	1X	3X	6X	12X
Full Page	\$805	\$725	\$690	\$605
½-Pg Horiz.	\$540	\$490	\$465	\$410
½-Pg Vert.	\$540	\$490	\$465	\$410
¼-Page	\$415	\$375	\$355	\$305
2-Pg Spread	\$1,445	\$1,305	\$1,205	\$1,080

## Full Color

	1X	3X	6X	12X
Full Page	\$1,330	\$1,250	\$1,215	\$1,130
½-Pg Horiz.	\$1,065	\$1,015	\$990	\$935
½-Pg Vert.	\$1,065	\$1,015	\$990	\$935
¼-Page	\$940	\$890	\$880	\$830
2-Pg Spread	\$1,970	\$1,827	\$1,730	\$1,600

**NOTE: Non-Members add 50% premium to ad rates.**

### Ad Size Non-Bleed

Ad Size Non-Bleed	Bleed
Full Page 7 X 10 in.	8.75 X 11.25 in.
½ Pg Horiz. 7 X 4.75 in.	8.75 X 5 in.
½ Pg Vertical 3.5 X 10 in.	3.75 X 11.25 in.
Quarter Page 3.5 X 4.75 in.	3.75 X 5 in.
2-page Spread 15.5 X 10 in.	17.25 X 11.25 in.

### Cover Premiums All rates are net.

Request ad position on contract.  
Ads used for cover placement must be **four-color**.

### Premium Location Placement Rates

Inside Front Cover and Inside Back Cover—\$80  
Back Cover—\$105

### 2009 Ad Reservation Deadlines

January	November 30, 2008
February	December 31, 2008
March	January 31, 2009
April	February 28, 2009
May	March 31, 2009
June	April 30, 2009
July	May 30, 2009
August	June 30, 2009
September	July 31, 2009
October	August 29, 2009
November	September 30, 2009
December	October 31, 2009

## Mechanical Requirements

Trim Size 8.5 X 11 in. Binding Method Saddle Stitch  
Printing Process Sheet-fed Offset

## Production Guidelines Accepted Formats

InDesign 2.0 or 3.0 Illustrator Photoshop TIFF, EPS, or JPG if it is at least 300 dpi. Acrobat PDF  
PRODUCTION CHARGES apply if file has to be adjusted. Production charge is 10% of the base price of the ad, and alterations are charged accordingly. No discounts are applicable. Please verify files are CMYK, not RGB.

## Requirements

Grayscale, Line Art, or CMYK files, not RGB.  
Postscript fonts ONLY. NO true type fonts. Fonts should be either embedded in file or converted to paths. Make sure all fonts (screen and printer fonts), eps, tiffs, logos are included with your file. 130-line screen. Halftones set at 300 dpi or larger. Line art at 600 dpi or larger. Adobe Acrobat PDFs should be saved to PRESS format with the resolution set at 300 dpi with all the fonts embedded.

## Storage of Materials

Disks will be saved for 12 months then destroyed unless otherwise instructed by the advertiser or agency.

## Shipping Instructions

All insertion orders, printing material and instructions should be sent to:

## MB News

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