

# Advertising Rates



## **FOUR COLOR**

	<b><u>COST</u></b>
Full Page	\$4,995
1/2 Page	\$2,990
1/3 Page	\$2,300
1/4 Page	\$1625
1/8 Page	\$795

Ask about Spread or Multiple Page Discounts.

## **PREMIUM POSITIONS**

Back Cover	(Add 25%)	\$6,245
Inside Front Cover	(Add 20%)	\$5,995
Inside Back Cover	(Add 20%)	\$5,995
First and Last 4 Pages	(Add 10%)	\$5,495

## **AD MATERIAL REQUIRED**

Digital ads required with full color proof. See specifications.

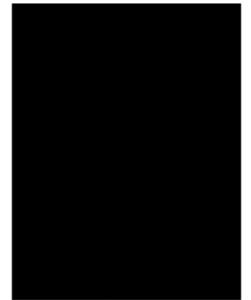
## **SPECIAL POSITION GUARANTEE**

Positioning of ads is at the discretion of the Publisher except where specific positions are agreed upon by purchasing premium position. Guaranteed positions are available for an additional 10% of applicable rate and are subject to availability.

# Ad Specifications

## **AD DIMENSIONS**

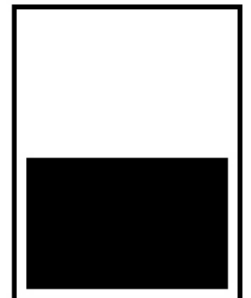
<b>Ad Size</b>	<b>Width</b>	<b>Height</b>
Full Page (trim size)	8.5	11
1/2 page horizontal	7.5	4.875
1/2 page vertical	4.875	7.5
1/3 page horizontal	3.25	8
1/3 page vertical	2.5	10.5
1/4 page vertical	3.625	4.875
1/8 page horizontal	3.625	2.312



Full Page



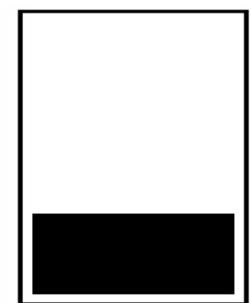
1/2 Page Vertical



1/2 Page Horizontal



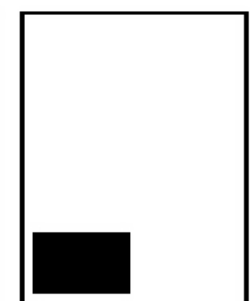
1/3 Page Vertical



1/3 Page Horizontal



1/4 Page Vertical



1/8 Page Horizontal

# Mechanical Requirements



## **TRIM SIZE**

8.5 x 11

## **BLEEDS**

There are no additional charges for a full page bleed. Please build page to trim and extend any bleed 1/8" beyond the edge of trim size. Please remember to consider bleeds when creating your PDF file.

## **ARTWORK SUBMISSION**

PRESS OPTIMIZED PDF. No film will be accepted.

- PDF files must be high resolution (300 dpi or greater) and optimized for press when distilled. Please be sure to embed all fonts and have all graphics as CMYK when creating PDF file.

Email press-ready files to: [dana@bestofstate.org](mailto:dana@bestofstate.org) AND [nate@bestofstate.org](mailto:nate@bestofstate.org)

## **Winners Magazine Listing Options**

<b><u>LISTING TYPE</u></b>	<b><u>COST</u></b>
Standard	Free
Bold	\$25
Bold with Logo	\$75
Bold with Logo and Text	\$125

Upgraded listing applies to first listing. If you have won in multiple categories, you may upgrade one or more of the listings. Additional listings will be given a 30% discount.

Email the listing option you would like to have in the Winners Magazine to [nfairclough@bestofstate.org](mailto:nfairclough@bestofstate.org). Include the company name, the address you would like listed, phone and web address.

## **LOGOS**

Send logos in .eps format. If an .eps version is not available, a .jpg may be substituted, but quality may be compromised.

## **TEXT**

The text used in the Event Guide may be used, or you can write your own text blurb of 30 words or less. Include the text in the body of the email, NOT as an attached file. Clearly indicate the company name and the Best of State winning category in the regarding line of the email.