

On The Green Magazine

Ad Specs

for the 2011 - 2012 Issue

Closing for Space: August 19, 2011
Materials Due: August 26, 2011
Total Distribution: 300,000

PUBLISHERS CONDITIONS

Errors: Not found in proofing are the responsibility of the Advertiser or Agency.

Copy Acceptance: The Publisher reserves the right to adhere to its policies with respect to type of advertisers it will accept and to accept or reject any advertisement at its sole discretion. Advertisements that resemble editorial may be marked "Advertisements" by the Publisher.

Cancellations: No advertisement may be cancelled after published space closing dates. Cancellation notice must be received in writing.

Agency Commission: 15% to recognized advertising agencies if payment is received within forty-five (45) days of invoice date. Commission offered only for digital ready ads.

All rates quoted are for complete ads sent to us by email or FTP. We also accept ads on Macintosh-compatible CDs (CDs must include all art, logos, fonts and a color proof). Ads not provided will be created by our art department with the client being billed a one-time production charge. Full production is as follows:

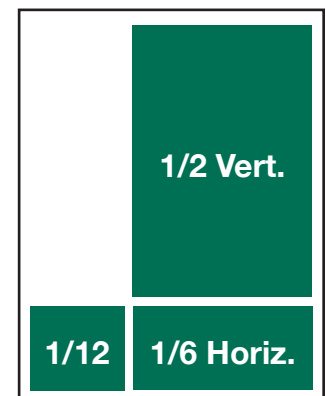
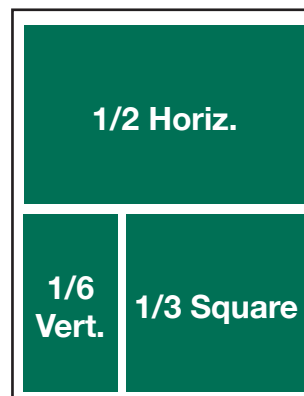
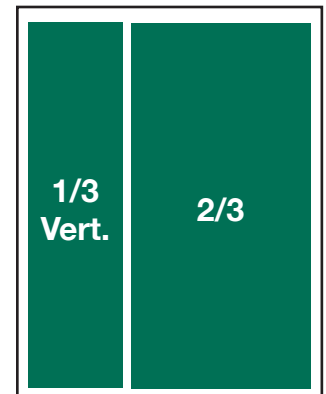
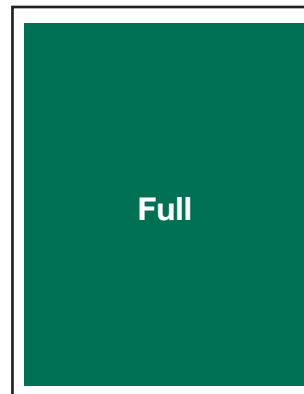
Full page \$250; 2/3 page \$200; 1/2 page \$175; 1/3 page or less \$150. Custom artwork, logos, and photography as quoted upon request. Included in set rates are charges for design, scanning, and copywriting.

Mechanical Requirements

FULL SIZE	WIDTH	DEPTH
Double Truck	15 1/4"	10"
Full Page.	7 1/2"	10"
2/3 Page.	4 5/8"	10"
1/2 Page (horiz.)	7 1/2"	4 7/8"
1/2 Page (vert.)	4 5/8"	7 1/2"
1/3 Page (vert.)	2 1/4"	10"
1/3 Page.	4 5/8"	4 7/8"
1/6 Page (horiz.)	4 5/8"	2 3/8"
1/6 Page (vert.)	2 1/4"	4 7/8"
1/12 Page.	2 1/4"	2 3/8"

TRIM SIZE: 8 1/4" wide x 10 7/8" deep
 BLEED ADS: Add 1/8" to trim size on all bleed sides.

Printing is four-color web offset. Colors are four standard balanced processed colors. Reading and live matter should be 1/2" from gutter and trim edges. Preferred materials are completed ads in PDF, TIFF or EPS format. Files should be Macintosh compatible and sent by email, FTP, or on CDs. We also accept Photoshop, Illustrator, Freehand. QuarkXPress documents must be converted to PDF. (These files must include fonts, artwork, and logos). Ads will be produced for clients, providing all artwork and logos are supplied on disk. Any work necessary to complete artwork or logos will be billed to the client on an hourly basis. FTP information is provided on request.



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