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Ad size	Dimension	1-4 Issues	5-8 Issues	9-12 Issues
1/8 Page	3.7" x 2.4"	\$325	\$295	\$275
1/4 Page	3.7" x 5"	\$595	\$550	\$495
1/2 Page Horizontal	7.5" x 5"	\$950	\$875	\$795
1/2 Page Vertical	3.7" x 10"	\$950	\$875	\$795
Full Page	7.5" x 10"	\$1,575	\$1,495	\$1,375
Page 4 & 5	7.5" x 10"	\$1,695	\$1,595	\$1,495
Table of Contents	7.5" x 10"	\$1,835	\$1,705	\$1,580
Editors Note	7.5" x 10"	\$1,835	\$1,705	\$1,580
Inside Front	7.5" x 10"	\$1,795	\$1,675	\$1,595
Page 3	7.5" x 10"	\$1,945	\$1,815	\$1,685
Inside Back	7.5" x 10"	\$1,945	\$1,815	\$1,685
Back Cover	7.5" x 10"	\$1,950	\$1,850	\$1,750
Magazine Directory Listing*	90 word maximum	\$125	\$100	\$75
Online Advertising Options	Call or email for info			

SUBMITTING ADS

DISK: (Mac Formatted)

All disks should be labeled with the following:

- Name of advertiser
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SEND ALL AD MATERIALS TO:

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FTP SITE: Open your ftp utility (Fetch, Cyberduck, SmartFTP or CuteFTP, for example).

HOST: newspapers.postbulletin.com

USERNAME: addesign

PASSWORD: gogointernet

EMAIL: Please send all ads to

jfitzgerald@rochestermagazine.com

FULL PAGE BLEED SPECIFICATIONS:

TRIM 8.375" x 10.875"

BLEED 8.625" x 11.125"

TEXT SAFETY ZONE 8" x 10.45"

ACCEPTED FILE FORMATS:

ADOBE PHOTOSHOP (psd/tiff/jpg/eps) 300 dpi

ADOBE ILLUSTRATOR (ai/eps)

ADOBE ACROBAT (pdf)

High Resolution with fonts embedded.

Publisher (.pub) files are not recommended, but can be saved as a high resolution pdf file. No modification or editing of publisher files can be made on our end.

2010 PRODUCTION SCHEDULE

Issue	Deadline	Street Date
January 2010	12/02/2009	12/31/2009
February 2010	1/04/2010	2/01/2010
March 2010	1/19/2010	3/01/10
April 2010	3/03/2010	4/01/2010
May 2010	4/02/2010	4/30/2010
June 2010	4/30/2010	5/31/2010
July 2010	6/03/2010	7/01/2010
August 2010	7/01/2010	8/02/2010
September 2010	8/03/2010	9/01/2010
October 2010	9/01/2010	9/30/2010
November 2010	9/30/2010	10/29/2010
December 2010	10/28/2010	11/24/2010
January 2011	12/01/2010	12/31/2010

**To reserve your
advertising space,
contact Kristy Mintz at**

507-281-7469 or

kmintz@rochestermagazine.com