

Advertising Rates

Black & White Unit Rates

	1x	4x	6x	10x
Spread	\$9,570	\$9,145	\$8,700	\$8,570
Full page	\$4,785	\$4,575	\$4,355	\$4,285
2/3 page	\$3,695	\$3,535	\$3,485	\$3,135
1/2 island	\$3,525	\$3,355	\$2,825	\$3,140
1/2 page	\$2,960	\$2,730	\$2,375	\$2,335
1/3 page	\$2,225	\$1,865	\$2,025	\$1,745
1/4 page	\$1,850	\$1,770	\$1,690	\$1,645

Color Rates

4A (AAAA) Standard Colors (red, blue, green, yellow)	
1 standard color per page	\$ 830
1 matched color per page	\$ 995
1 metallic color per page	\$1,325
3 or 4 color process per page	\$1,625

- A. **Rates** earned based on number of insertions within a 12-month period from the date of the first insertion. Each page or fractional page counts as an insertion, as do units within a multiple-page advertisement. Two-page spread counts as two insertions toward the fulfillment of a contract.
- B. **Bleed:** No charge.
- C. **Cover Rates:** Contact publisher for rates and availability. Sold on schedules only.
- D. **Combo Rates:** Substantial savings can be realized on basic rates when ads are also placed in other Canon publications. Contact account executive for details.
- E. **Preferred Positions:** Contact publisher for availability of such positions.
- F. **Closing Dates:** All space orders and materials are due usually on the 25th of the second month preceding issue. Cancellations are not accepted after closing. Please review close dates on previous pages. Reproduction material due five days after close.
- G. **Commissions:**
- Agency commission 15%.
 - Invoices are due and payable upon receipt. No commission allowed on production charges by publisher.
 - All accounts past 30 days will be assessed a monthly service charge of 1½% of the unpaid balance.
- H. **Terms & Conditions:** See front of this media kit for details.

General Information

- A. 2008 Rate Card. Issued October 2007; rates effective Spring 2008 issue.
 B. Published bi-annually. Established 1992.

Publication is printed by web offset, perfect bound with a trim size of 7⅞" × 10¼".

Standard Advertising Units — Vertical

Space Unit	Width	Depth
2-page spread bleed	16"	11"
2-page spread gutter bleed only	15"	10"
1-page bleed (live area not to exceed 7⅞" × 10", centered)	8⅞"	11"
1-page non-bleed	7⅞"	10"
2/3 page bleed (live area not to exceed 4½" × 10", centered)	5½"	11"
2/3 page non-bleed	4½"	10"
1/2 page	3⅝"	10"
1/2 page island	4½"	7½"
1/2 page island bleed (live area not to exceed 4½" × 7¼", centered)	5½"	8¼"
1/3 page	2⅔"	10"
1/3 page bleed (live area not to exceed 2⅔" × 10", centered)	3⅓"	11"
1/4 page	3⅜"	4⅞"
Mart (special issues only)	2⅞"	4⅝"

Standard Advertising Units — Horizontal

2/3 page bleed (live area not to exceed 7⅞" × 7½", centered)	8⅞"	8"
2/3 page non-bleed	7⅞"	7½"
1/2 page	6⅞"	4⅞"
1/3 page	4½"	4⅞"

Material Submission

We prefer digital files. Acceptable formats are: PDF, EPS, TIFF, or a Postscript file. Files should be 300 dpi, CMYK, with fonts and images embedded. Any placed images should be at 100%, 300 dpi, and CMYK. Please do not submit native application files such as Quark, Illustrator, etc. Illustrator EPS files are acceptable if fonts are outlined and all images are embedded at 300 dpi. Color proofs are required.

For more information on electronic ad submission and color proofs, visit our Web site at www.canonespecs.com or call Ad Management Services at 310/445-4204 for details.