



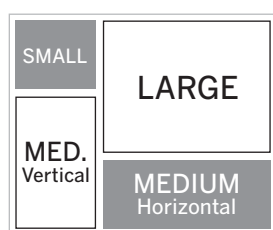
60,000 COPIES PER ISSUE

(Effective December 1, 2009 • All rates net)



BLACK & WHITE ADS

	OPEN	3X	6X	12X
SMALL	\$285	\$205	\$180	\$165
MEDIUM	\$515	\$360	\$340	\$300
LARGE	\$645	\$565	\$515	\$425



AD SIZE	WIDTH X HEIGHT
SMALL	2.325 x 2 inches
MEDIUM (vert.)	2.325 x 4.167 inches
MEDIUM (horz.)	4.85 x 2 inches
LARGE	4.85 x 4.167 inches

COLOR (per insertion)
Second Color: \$35
Four-Color Process: \$50

COMBO RATES
Any two magazines -
10% discount second magazine
Any three magazines -
15% discount second & third magazines

PRODUCTION FEES

Rates include two proofs of revisions.
Additional proofs or revisions are \$25 each.

CAMERA-READY INFORMATION

- Ads may be submitted as native layered files (with all collected/packaged necessary files), PDFs or other high-resolution formats.
- **Acceptable formats for camera-ready submissions:** *.PDF, *.EPS, *.AI, *.PSD, *.TIF, *.QXP
- Ads may be submitted via CD/DVD, e-mail or FTP.
 - ◆ Ads that have relatively small file sizes (8MB or less) may be e-mailed to your account executive.
 - ◆ FTP site information to upload ads or materials are available by request.
- **We cannot accept camera-ready files created in** Adobe Pagemaker, Microsoft Publisher, Microsoft Word or any other non-graphic program.

PRINTING INFORMATION

- 133-line screen
- All magazines are produced and proofed digitally.
- Churm Media uses QuarkXPress, Adobe Illustrator and Adobe Photoshop, all on the Macintosh platform.

FONT INFORMATION

- Include ALL font files (Adobe Postscript preferred), and include any fonts that were used to create *.EPS/*.AI files, as well. We cannot accept any True Type fonts.
- When using Adobe Illustrator or InDesign to create an ad or any elements included in an ad, **please make sure all type is converted to outlines.**

IMAGE INFORMATION

- Include ALL placed artwork, embedded graphics and all other relevant materials. File formats for any images provided must be *.PSD, *.TIF or *.EPS. When saving a file as an *.EPS, please make sure that there is no JPEG encoding. Please do not save any *.TIF files with LZW compression. **All image resolution must be at least 300 dpi.**
- Please make sure your 4-color images are **CMYK** (not RGB or pantone) to ensure proper printing of your ad.
- Any ads created on a PC must be translated to an *.EPS file, which can be read by Adobe Illustrator or Adobe Photoshop. If you are using CorelDraw!, please convert all text to curves and export your ad to an *.EPS or *.AI (Adobe Illustrator) file.

For questions, please contact the Churm Media Art Department at 949.757.1404 Ext. 241.

