



# OCMETRO

Business. People. Life.

# Rate Card 2010

## 60,000 COPIES PER ISSUE

(Effective December 1, 2009 • All rates net)



### BLACK & WHITE ADS

	OPEN	3X	6X	12X
<b>FULL</b>	\$3,505	\$2,755	\$2,460	\$2,325
<b>JUNIOR</b>	\$2,815	\$2,225	\$1,995	\$1,855
<b>HALF</b>	\$1,980	\$1,550	\$1,360	\$1,255
<b>THIRD</b>	\$1,580	\$1,255	\$1,130	\$1,005
<b>QUARTER</b>	\$1,085	\$850	\$755	\$695
<b>EIGHTH</b>	\$610	\$485	\$415	\$395

### PREMIUM POSITIONS

	OPEN	3X	6X	12X
<b>BACK COVER</b>	\$5,290	\$4,310	\$3,945	\$3,780
<b>INSIDE FRONT COVER</b>	\$4,705	\$3,825	\$3,505	\$3,355
<b>INSIDE BACK COVER</b>	\$4,495	\$3,665	\$3,350	\$3,205
<b>TWO-PAGE SPREAD</b>	\$6,135	\$4,820	\$4,305	\$4,070

#### COLOR (PER INSERTION)

Second color: \$250

4-color process: \$350

#### EACH ADDITIONAL MAGAZINE

Second color: \$250

4-color process: \$350

#### COMBO RATES

Any two magazines -

**10% discount second magazine**

Any three magazines -

**15% discount second & third magazines**

#### GUARANTEED POSITION

Additional 10% of total ad rate  
for 1/2 page or larger



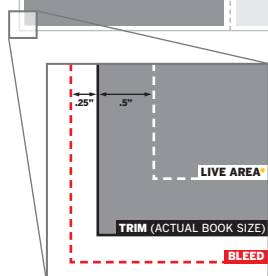
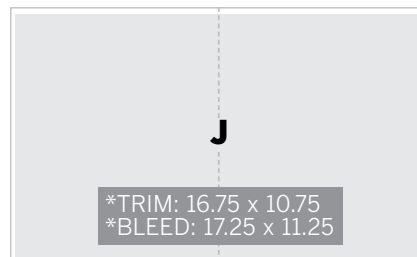
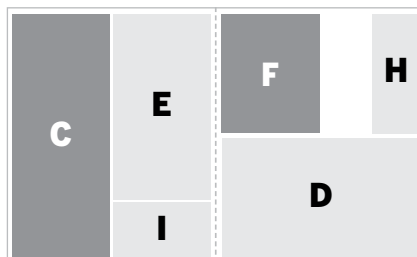
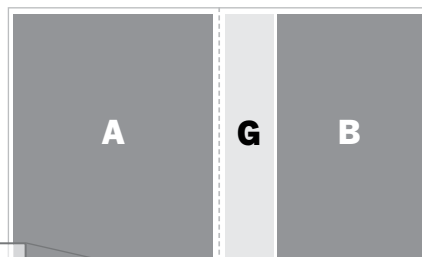
**OCMETRO**  
Business. People. Life.

**The  
Media  
Audit**



**PAGE SIZE: Trim (finished size):** 8.375 x 10.75 **Bleed:** 8.875 x 11.25

(All measurements given in inches)



**FULL and SPREAD ONLY:** Text and images not within the Live Area may be trimmed.

Code	Size	Width x Height	Code	Size	Width x Height
<b>A</b>	Full Page/Live Area *	7.375 x 9.75	<b>F</b>	1/4 Page	3.55 x 4.75
<b>B</b>	Junior Page	5.46 x 9.75	<b>G</b>	1/4 Page Strip	1.664 x 9.75
<b>C</b>	1/2 Page Vertical	3.55 x 9.75	<b>H</b>	1/8 Page Vertical	1.664 x 4.75
<b>D</b>	1/2 Page Horizontal	7.375 x 4.75	<b>I</b>	1/8 Page Horizontal	3.55 x 2.25
<b>E</b>	1/3 Page Vertical	3.55 x 7.25	<b>J</b>	Spread/Live Area *	15.75 x 9.75

## 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.**