

# ReefLife Magazine 2009 Advertising Rates

## 4-COLOR PER ISSUE RATES

	1 – 2 issues	3 – 5 issues	6 issues
Prime Spread I (PS I) (Inside Front Cover + Page 1)	4600	4140	3910
Prime Spread II (PS II) (Inside Back Cover + Page 96)	4400	3960	3740
Prime Spread III — Center Spread	4200	3780	3570
Two-Page Spread	4000	3600	3400
Inside Front/Back Cover (Not available with reservation of PS I or II)	2600	2340	2210
Page 4 (Opposite TOC)	2200	1980	1870
Back Cover	3000	2700	2550
Full Page	2000	1800	1700
Half Page	1500	1350	1275
1/3 Page	1250	1125	1062
1/4 Page	1000	900	850
1/6 Page	750	675	638
1/12 Page	375	337	319

- Please remember to include address, phone number and contact person. It's important for us to be able to quickly contact you if there is a problem.
- Always provide a proof with digital ads. Color proofs are preferred. We cannot be responsible for inaccurate printing of color if accurate color proof is not supplied.
- Double check knockout and overprint settings.
- Be sure outer edges of art board are free of objects or text. All elements should be within the borders of your document layout.
- Be sure document layout page size matches ad size.

ANY MODIFICATIONS TO FURNISHED MATERIALS WILL INCUR ADDITIONAL CHARGES.

### E-MAILING FILES:

- Send digital files only if less than 20 megabytes in size.
- To upload to FTP site, contact our office for details.

### FREQUENCY DISCOUNTS

Frequency discounts are applied according to the number of issues booked in a 12-month (1 year) contract period. Two half-page ads cannot be combined to count as a full page ad.

### PAYMENT

Payment is due 30 days from the invoice date.

### PREFERRED POSITION

Add 10 percent to the ad rate.

### PUBLICATION FREQUENCY

Published bi-monthly. All production materials and ad changes must be received by publisher by ad close date.

### MECHANICAL SPECIFICATIONS

- Digital ad submissions from either Macintosh or PC/IBM platforms should be created in QuarkXPress, Adobe Photoshop or Adobe Illustrator. Please note, we cannot accept IBM fonts (non-postscript fonts) as the magazine is produced on the Macintosh platform. No TrueType fonts.
- Include all support files on the disk, including fonts and digital artwork or scans.
- If font files cannot be included, all text must be converted to paths.
- All level 2 postscript fonts will have two files associated with each typeface. Be sure to include both! All font files must be included for ad to print correctly. IBM fonts are not accepted.
- All ads and artwork contained must be in CMYK mode in PDF, TIFF or EPS format, and at a resolution of at least 300 dpi. Line art should be saved at least at 600 dpi. Artwork submitted at lower resolutions cannot be used. Artwork obtained from the web will not be accepted, as it is only

72dpi. We cannot be responsible for print errors due to low resolution or improper color format in submitted files.

- Ads submitted digitally must be built in these applications or later versions: Adobe Acrobat 8.0, QuarkXpress 7.3, Adobe Photoshop 10, or Adobe Illustrator 11.0. **Please do not submit digital files built in InDesign, Pagemaker, CorelDraw, Photodeluxe, Freehand or Microsoft Publisher or Word.** If you are using unsupported applications we suggest you submit your ad as a flattened PDF, TIFF or EPS.
- Ads should be submitted on CD or preferably placed on our FTP site in the Incoming Ads folder.
- We prefer ads to be saved as high resolution PDF files and uploaded to FTP site or emailed to Editor.

# ReefLife

To contact us or to request a media kit please call or write to:

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FAX: (714) 543-4800  
[www.ecosystemaquarium.com](http://www.ecosystemaquarium.com)

### SIZE REQUIREMENTS (WIDTH BY HEIGHT)

