

advertising rates & information

| Ad Rates | 12x | 6-11x | Open |
|--------------------|---------|---------|---------|
| Back Cover | \$1,225 | \$1,835 | \$2,935 |
| Inside Front Cover | \$1,060 | \$1,835 | \$2,935 |
| Inside Back Cover | \$1,060 | \$1,835 | \$2,935 |
| Page One* | \$1,060 | \$1,590 | \$2,545 |
| Page Two | \$995 | \$1,590 | \$2,545 |
| Page Three | \$995 | \$1,495 | \$2,390 |
| Full Page | \$890 | \$1,335 | \$2,135 |
| 2/3 Page | \$685 | \$1,025 | \$1,640 |
| 1/2 Page (H or V) | \$585 | \$875 | \$1,400 |
| 1/3 Pg (Sq or V) | \$455 | \$685 | \$1,095 |
| 1/6 Pg (H or V) | \$325 | \$490 | \$785 |
| 1/12 Page | \$295 | — | — |

| Multiple Page Rates** | 12x | 6-11x | Open |
|-----------------------|---------|---------|---------|
| | \$1,360 | \$2,015 | \$3,255 |
| | \$1,730 | \$2,600 | \$4,175 |
| | \$1,875 | \$2,835 | \$4,555 |

| Website Rates | 12 months | 9 months | 6 months | 3 months |
|---------------|-----------|----------|----------|----------|
| | \$100 | \$150 | \$175 | \$200 |

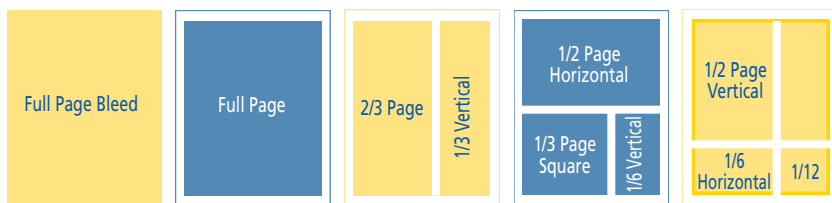
Ad Deadlines

| Issue | Advertising Space/Copy | Magazine available |
|-----------|------------------------|----------------------|
| January | Wed., November 21 | Thurs., December 20 |
| February | Thurs., December 20 | Thurs., January 24 |
| March | Thurs., January 17 | Thurs., February 21 |
| April | Thurs., February 14 | Thurs., March 20 |
| May | Thurs., March 13 | Thurs., April 24 |
| June | Thurs., April 17 | Thurs., May 22 |
| July | Thurs., May 15 | Thurs., June 19 |
| August | Thurs., June 12 | Thurs., July 24 |
| September | Thurs., July 17 | Thurs., August 21 |
| October | Thurs., August 14 | Thurs., September 25 |
| November | Thurs., September 18 | Thurs., October 23 |
| December | Thurs., October 16 | Wed., November 20 |

Ad Size Specifications

| | | | |
|----------------------|------------------|----------------------|-----------------|
| Trim Size: | 8.125" x 10.875" | 1/3 page square: | 4.625" x 4.75" |
| Full page bleed: | 8.375" x 11.125" | 1/3 page vertical: | 2.25" x 9.875" |
| Full page: | 7" x 9.875" | 1/6 page horizontal: | 4.625" x 2.375" |
| 2/3 page: | 4.625" x 9.875" | 1/6 page vertical: | 2.25" x 4.75" |
| 1/2 page horizontal: | 7" x 4.75" | 1/12 page: | 2.375" x 2.25" |
| 1/2 page vertical: | 4.625" x 7.375" | | |

* Page One is opposite inside front cover.
 ** For advertisers running more than one page per issue.



Call us about the **CUSTOM SIZES** available to fit all your advertising needs! Other designs and options available.

Artwork Requirements

- High quality print PDF is the preferred format. Also accepted are collected Quark files and flat photoshop files.
- Finished ads are to be supplied in CMYK, with all fonts embedded at 300 dpi.
- All digital files **MUST** be a minimum of 300 dpi. Most website images are 72 dpi, a resolution not suitable for print advertising.
- All digital images are preferred in .tif format, however, .eps and .jpg formats will also be accepted.
- All vector images (Illustrator or Freehand) must be saved as an .eps with all text converted to paths or outlines.
- Word documents will not be accepted for final output.
- Ads sent in camera ready are subject to final approval by Johnstown Magazine.

For information regarding: Advertising

Mary Anne Rizzo

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Subscriptions

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Production

Sarah Kochinski

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JOHNSTOWN

magazine

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