

Rates	2009 Production Schedule
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<table style="width:100%;"> <tr> <td style="width:30%;">Black & White</td> <td style="width:30%;">Base Rate</td> <td style="width:40%;">4X</td> </tr> <tr> <td>Full Page</td> <td>\$840</td> <td>\$788</td> </tr> <tr> <td>1/2 Page</td> <td>\$541</td> <td>\$504</td> </tr> <tr> <td>1/4 Page</td> <td>\$441</td> <td>\$410</td> </tr> <tr> <td>2 Page Spread</td> <td>\$2,011</td> <td>\$1,806</td> </tr> <tr> <td> </td> <td></td> <td></td> </tr> <tr> <td>4 Color Rate</td> <td>Base Rate</td> <td>4X</td> </tr> <tr> <td>Full Page</td> <td>\$1,680</td> <td>\$1,575</td> </tr> <tr> <td>1/2 Page</td> <td>\$1,208</td> <td>\$1,123</td> </tr> <tr> <td>1/4 Page</td> <td>N/A</td> <td>N/A</td> </tr> <tr> <td>2 Page Spread</td> <td>\$3,455</td> <td>\$3,150</td> </tr> <tr> <td colspan="3" style="text-align: center;">Premium Position</td> </tr> <tr> <td>Cover 2 (ISFC)</td> <td></td> <td>\$1,920</td> </tr> <tr> <td>Cover 3 (ISBC)</td> <td></td> <td>\$1,920</td> </tr> <tr> <td>Cover 4 (Back Cover)</td> <td></td> <td>\$2,300</td> </tr> </table>	Black & White	Base Rate	4X	Full Page	\$840	\$788	1/2 Page	\$541	\$504	1/4 Page	\$441	\$410	2 Page Spread	\$2,011	\$1,806	 			4 Color Rate	Base Rate	4X	Full Page	\$1,680	\$1,575	1/2 Page	\$1,208	\$1,123	1/4 Page	N/A	N/A	2 Page Spread	\$3,455	\$3,150	Premium Position			Cover 2 (ISFC)		\$1,920	Cover 3 (ISBC)		\$1,920	Cover 4 (Back Cover)		\$2,300	<table style="width:100%;"> <tr> <td style="width:33%;">Issue</td> <td style="width:33%;">Reservation</td> <td style="width:34%;">Ad Material</td> </tr> <tr> <td></td> <td></td> <td>Deadline</td> </tr> <tr> <td>March</td> <td>1/23/09</td> <td>2/6/09</td> </tr> <tr> <td>June</td> <td>4/23/09</td> <td>5/7/09</td> </tr> <tr> <td>September</td> <td>7/23/09</td> <td>8/7/09</td> </tr> <tr> <td>December</td> <td>10/23/09</td> <td>11/6/09</td> </tr> <tr> <td colspan="3" style="text-align: center;">Mechanical Specifications</td> </tr> <tr> <td>Ad Sizes</td> <td>Non Bleed</td> <td>Bleed</td> </tr> <tr> <td></td> <td>W x H</td> <td>W x H</td> </tr> <tr> <td>Full Page</td> <td>6 1/2 x 9</td> <td>8 3/4 x 11 1/4</td> </tr> <tr> <td>Half Page (H)</td> <td>6 1/2 x 4 1/2</td> <td></td> </tr> <tr> <td>Half Page (V)</td> <td>3 x 9</td> <td></td> </tr> <tr> <td>Qtr Page</td> <td>3 x 4 1/2</td> <td></td> </tr> <tr> <td>2 Page Spread</td> <td>15 x 9</td> <td>17 1/4 x 11 1/4</td> </tr> </table>	Issue	Reservation	Ad Material			Deadline	March	1/23/09	2/6/09	June	4/23/09	5/7/09	September	7/23/09	8/7/09	December	10/23/09	11/6/09	Mechanical Specifications			Ad Sizes	Non Bleed	Bleed		W x H	W x H	Full Page	6 1/2 x 9	8 3/4 x 11 1/4	Half Page (H)	6 1/2 x 4 1/2		Half Page (V)	3 x 9		Qtr Page	3 x 4 1/2		2 Page Spread	15 x 9	17 1/4 x 11 1/4
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<p>Trim Size: Journal Trims 1/8" off top, bottom, and outside edge. Final trim size of publication is 8 1/2" x 11". Live matter should be a minimum of 1/2" inside trimmed edges, and a minimum of 1/2" should be allowed for the bind.</p> <p>Binding: Perfect</p> <p>Paper Stock: Inside Pages: 60 lb gloss Covers: 100 lb gloss</p> <p>Insert Requirements: All inserts must be furnished printed, folded, ready for binding. Inserts must be folded to 8 3/4" by 11 1/8". Folded inserts will be placed between signatures.</p> <p>Electronic Files: If you are supplying the images on disk, please include a directory of files contained on the disk and a hard copy printout. Supplied hard copy must match the file. Digital color files must be submitted on CMYK mode. Digital color proofs supplied with the file must be output in CMYK.</p> <p>Halftone Screen: 133–175 line screens are acceptable.</p> <p>Resolution: Graphics should be a minimum of 350 dots per inch (dpi) or higher.</p> <p style="text-align: center;">Advertising Sales Onkar Sandal 1-800-627-0326 x 218 osandal@allenpress.com 810 East 10th Street Lawrence, KS 66044 Fax: 785-843-1853</p>	<p>Format: We accept TIFF or EPS format for both Macintosh and PC platforms. We also accept files in the following Native Application File Formats:</p> <table style="width:100%;"> <tr> <td>Adobe Acrobat (.pdf) (use Press settings under Job Options)</td> <td>Illustrator (.ai)</td> </tr> <tr> <td>Adobe Photoshop (.psd)</td> <td>Corel Draw (.cdr)</td> </tr> <tr> <td>Macromedia FreeHand (.fh)</td> <td>PowerPoint (.ppt)</td> </tr> <tr> <td>Canvas (.cvs)</td> <td>Pagemaker (.pmd)</td> </tr> <tr> <td>InDesign (.indd)</td> <td></td> </tr> <tr> <td>QuarkXPress (.qxd)</td> <td></td> </tr> </table> <p>Fonts: Include the screen and printer font files for any text. PC or Macintosh versions of Adobe PostScript fonts should be used. Do NOT use True Type fonts. Do NOT use system "bitmap" fonts.</p> <p>Data Transfer: We can accept the following media:</p> <table style="width:100%;"> <tr> <td>Macintosh/PC Platforms</td> <td>3.5 Floppy Disk</td> </tr> <tr> <td>Zip Disks</td> <td>Jazz Disks</td> </tr> <tr> <td>CD_ROM</td> <td>DVD</td> </tr> </table> <p>We can also accept or retrieve files via File Transfer Protocol (FTP). If you will be posting to the FTP site please follow the following directions:</p> <ol style="list-style-type: none"> 1. The user should FTP to: ftp.allenpress.com 2. Login with the username of anonymous 3. Use your email address as the password 4. Place files in the inbox <p>Compression: Large files should be compressed with Stuffit or Winzip if possible.</p> <p>Disclaimer: All claims for errors in advertisements must be made in writing and received within ten days of publication and will be considered only for the first insertion of the advertisement.</p>	Adobe Acrobat (.pdf) (use Press settings under Job Options)	Illustrator (.ai)	Adobe Photoshop (.psd)	Corel Draw (.cdr)	Macromedia FreeHand (.fh)	PowerPoint (.ppt)	Canvas (.cvs)	Pagemaker (.pmd)	InDesign (.indd)		QuarkXPress (.qxd)		Macintosh/PC Platforms	3.5 Floppy Disk	Zip Disks	Jazz Disks	CD_ROM	DVD
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