

# advertising rates & information

## ad rates

	12x	6-11x	Open
Back Cover	\$1,262	\$1,909	\$3,080
Inside Front Cover	\$1,090	\$1,909	\$3,080
Inside Back Cover	\$1,090	\$1,909	\$3,080
Page One*	\$1,090	\$1,650	\$2,676
Page Two	\$1,025	\$1,650	\$2,676
Page Three	\$1,025	\$1,650	\$2,676
Full Page	\$915	\$1,389	\$2,242
2/3 Page	\$710	\$1,075	\$1,725
1/2 Page (H or V)	\$600	\$920	\$1,475
1/3 Pg (Sq or V)	\$475	\$725	\$1,164
1/6 Pg (H or V)	\$340	\$530	\$835
1/12 Page	\$315	—	—

## multiple page rates\*\*

2 Pages	\$1,373	\$2,035	\$3,287
3 Pages	\$1,747	\$2,626	\$4,216
4 Pages	\$1,893	\$2,863	\$4,600

## website rates

12 months	9 months	6 months	3 months
\$105	\$154	\$184	\$210

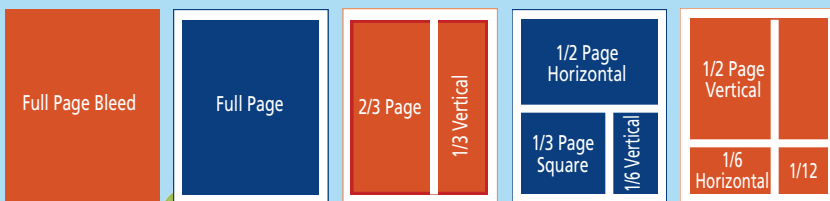
## ad deadlines

Issue	Advertising Space/Copy	Magazine available
January	Mon., November 30	Thurs., December 24
February	Mon., January 4	Thurs., January 28
March	Mon., February 1	Thurs., February 25
April	Mon., March 1	Thurs., March 25
May	Mon., April 5	Thurs., April 29
June	Mon., May 3	Thurs., May 27
July	Mon., May 31	Thurs., June 24
August	Mon., July 5	Thurs., July 29
September	Mon., August 2	Thurs., August 26
October	Mon., August 30	Thurs., September 23
November	Mon., October 4	Thurs., October 28
December	Mon., November 1	Thurs., November 15

## ad size specifications

Trim Size:	8.125" x 10.75"	1/3 page square:	4.625" x 4.75"
Full page bleed:	8.375" x 11"	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 the publisher.

Production and design services are provided as a customer service, therefore no agency discount is allowed.

Advertisers are allowed one set of changes free of charge. Each client change made after the second proof will be charged \$125 for each additional proof and must be accompanied by a signed contract.

## did you know?

Johnstown Magazine produces brochures, marketing material and other custom designed publications.

Call 814.532.5162 for your customized quote.

## for information regarding: advertising

Mary Anne Rizzo

814.532.5162 or marizzo@johnstownmag.com

## subscriptions

814.532.5003

## production

Sarah Kochinski

814.532.5171 or skochinski@johnstownmag.com

# JOHNSTOWN

magazine

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