

# 2009 rate card

NEW ADVERTISER RATES AVAILABLE

## guaranteed rate base: 200,000

| four color                       | 1x       | 3x       | 5x       |
|----------------------------------|----------|----------|----------|
| full page                        | \$17,970 | \$16,173 | \$15,275 |
| spread                           | 28,750   | 25,875   | 24,438   |
| <sup>2</sup> / <sub>3</sub> page | 12,885   | 11,597   | 10,952   |
| <sup>1</sup> / <sub>2</sub> page | 10,635   | 9,572    | 9,040    |
| <sup>1</sup> / <sub>3</sub> page | 6,855    | 6,170    | 5,827    |

| black & white                    | 1x       | 3x       | 5x       |
|----------------------------------|----------|----------|----------|
| full page                        | \$16,173 | \$14,556 | \$13,747 |
| spread                           | 25,875   | 23,288   | 21,994   |
| <sup>2</sup> / <sub>3</sub> page | 11,597   | 10,437   | 9,857    |
| <sup>1</sup> / <sub>2</sub> page | 9,572    | 8,615    | 8,136    |
| <sup>1</sup> / <sub>3</sub> page | 6,170    | 5,832    | 5,245    |

| covers  | 1x       | 3x       | 5x       |
|---------|----------|----------|----------|
| cover 2 | \$20,970 | \$18,873 | \$17,825 |
| cover 3 | 20,220   | 18,198   | 17,187   |
| cover 4 | 23,620   | 21,258   | 20,077   |

| marketplace                       | 1x      | 3x      | 5x      |
|-----------------------------------|---------|---------|---------|
| <sup>1</sup> / <sub>4</sub> page  | \$4,350 | \$3,915 | \$3,698 |
| <sup>1</sup> / <sub>6</sub> page  | 3,270   | 2,943   | 2,780   |
| <sup>1</sup> / <sub>12</sub> page | 2,393   | 2,154   | 2,034   |
| <sup>1</sup> / <sub>24</sub> page | 1,313   | 1,182   | 1,116   |

## closing dates

| issue name | ad close date | materials due | on sale         |
|------------|---------------|---------------|-----------------|
| mar/apr    | 1.28.09       | 1.30.09       | <b>3.31.09</b>  |
| july/aug   | 7.8.09        | 7.15.09       | <b>8.18.09</b>  |
| sept/oct   | 9.9.09        | 9.16.09       | <b>10.13.09</b> |
| nov/dec    | 11.4.09       | 11.11.09      | <b>12.7.09</b>  |



conceive  
magazine

Rate Card as of 8/11/2009

# specs

| unit                | bleed             | live              | trim             |
|---------------------|-------------------|-------------------|------------------|
| full page           | 8 1/4" x 10 3/4"  | 7 1/2" x 10"      | 8" x 10 1/2"     |
| 2-page spread       | 16 1/2" x 10 3/4" | 15 1/2" x 10"     | 16" x 10 1/2"    |
| 2/3 page vertical   | 5 1/4" x 10 3/4"  | 4 5/8" x 10"      | 5 1/4" x 10 1/2" |
| 1/2 page horizontal | 8 1/4" x 5 5/8"   | 7 1/2" x 5 1/4"   | 8" x 5 1/2"      |
| 1/3 page vertical   | 3" x 10 3/4"      | 2 5/8" x 10"      | 2 7/8" x 10 1/2" |
| 1/4 page            |                   | 3 3/8" x 4 5/8"   |                  |
| <b>marketplace</b>  |                   | <b>live</b>       |                  |
| 1/4 page            |                   | 3 3/8" x 4 5/8"   |                  |
| 1/6 page            |                   | 2 3/16" x 4 5/8"  |                  |
| 1/12 page           |                   | 2 3/16" x 4 3/16" |                  |
| 1/24 page           |                   | 2 3/16" x 1"      |                  |

## digital requirements

*Conceive Magazine* utilizes a digital workflow and we require all ad materials be submitted in a digital format.

**digital material:** PDF/X1a is the preferred file format for ad submission. Careful attention must be paid to the proper creation of PDF/X1a files to ensure that they will reproduce correctly. For *Conceive's* specifications on creating PDF/X1a's please download the Acrobat distiller settings at [www.conceiveonline.com/specs](http://www.conceiveonline.com/specs). All high-resolution images and fonts must be included when the PDF/X1a file is saved. Use only Post-script fonts - no TrueType fonts or font substitutions.

Other accepted file formats include Quark, InDesign and Photoshop or Illustrator EPS or TIFF files at no less than 300dpi. Images should be CMYK or grayscale only. Do not nest EPS file into other EPS files. All required image trapping must be included in the file. File should be right reading, portrait mode, 100% size, and no rotations.

PDF's must include standard trim, bleed and center marks in all separations. Crop marks should offset from trim by 1/2". Ads should be supplied on a Mac formatted CD-ROM, DVD or uploaded electronically. Ads created in Microsoft Word, Microsoft Publisher, PowerPoint

or any other word processing program will NOT be accepted.

**proofs:** All color ads must be accompanied by a SWOP certified digital color proof, such as Kodak Approval, Epson, Iris, or Fuji. *The publisher and printer will not accept responsibility when the above proofs are not submitted.*

Files not conforming to our specs (i.e., incorrect ad size, missing or stylized fonts, colors or images not set to CMYK) will incur fix-file charges at the prevailing production rate.

### shipping information:

**Conceive Magazine**  
c/o Creative Department  
622 East Washington Street, Suite 440  
Orlando, Florida 32801

### accessing the ftp site:

Go to [www.conceiveonline.com/advertising](http://www.conceiveonline.com/advertising) or contact the Advertising Department at 407-447-2456.

### for technical assistance:

Go to [www.conceiveonline.com/specs](http://www.conceiveonline.com/specs) or contact the Creative Department at 407-447-2456.

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