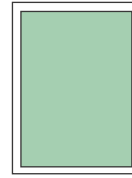


PWC 2010 ADVERTISING RATES

	1x	3x	6x	9x	12x
FULL					
4 C	\$5,520.00	\$5,050.00	\$4,480.00	\$4,055.00	\$3,740.00
2 C	\$4,600.00	\$4,175.00	\$3,630.00	\$3,240.00	\$2,940.00
B&W	\$4,150.00	\$3,740.00	\$3,209.00	\$2,830.00	\$2,540.00
2/3 PAGE					
4 C	\$4,890.00	\$4,420.00	\$4,030.00	\$3,650.00	\$3,370.00
2 C	\$3,970.00	\$3,550.00	\$3,180.00	\$2,830.00	\$2,570.00
B&W	\$3,520.00	\$3,110.00	\$2,755.00	\$2,420.00	\$2,170.00
1/2 ISLAND					
4 C	\$4,090.00	\$3,685.00	\$3,365.00	\$3,035.00	\$2,825.00
2 C	\$3,175.00	\$2,810.00	\$2,520.00	\$2,220.00	\$2,025.00
B&W	\$2,720.00	\$2,375.00	\$2,095.00	\$1,810.00	\$1,625.00
1/2 H/V					
4 C	\$3,640.00	\$3,275.00	\$3,050.00	\$2,779.00	\$2,595.00
2 C	\$2,720.00	\$2,400.00	\$2,200.00	\$1,960.00	\$1,795.00
B&W	\$2,260.00	\$1,965.00	\$1,775.00	\$1,550.00	\$1,395.00
1/3 H/V/SQ					
4 C	\$3,030.00	\$2,730.00	\$2,545.00	\$2,460.00	\$2,200.00
2 C	\$2,120.00	\$1,855.00	\$1,695.00	\$1,530.00	\$1,400.00
B&W	\$1,660.00	\$1,420.00	\$1,270.00	\$1,120.00	\$1,000.00
1/4 PAGE					
4C	\$2,600.00	\$2,420.00	\$2,225.00	\$2,040.00	\$1,930.00
2C	\$1,690.00	\$1,525.00	\$1,380.00	\$1,225.00	\$1,130.00
B&W	\$1,230.00	\$1,090.00	\$950.00	\$820.00	\$730.00
Spreads	\$9,300.00	\$7,995.00	\$7,025.00	\$6,530.00	\$6,020.00
COVERS					
IFC	\$6,295.00	\$5,485.00	\$5,195.00	\$4,769.00	\$4,280.00
IBC	\$6,295.00	\$5,485.00	\$5,195.00	\$4,769.00	\$4,280.00
OBC	\$6,640.00	\$5,895.00	\$5,355.00	\$4,920.00	\$4,415.00



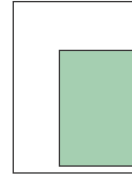
Full Page

Size: 7" x 10" (live area)
Bleed Size: 8.375" x 11.125"
Trim Size: 8.125" x 10.875"



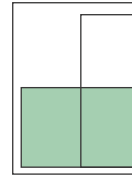
2/3 Page

Size: 4.625" x 10"
Bleed Size: 5.375" x 11.125"



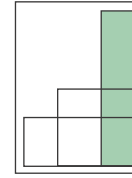
1/2 Page Island

Size: 4.625" x 7.5"
Bleed Size: 5.375" x 8.125"



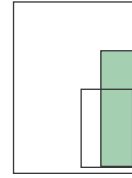
1/2 Page

Size: 7"(w) x 4.875"(h)
Bleed: 8.375" x 5.625"
Vertical: 3.375"(w) x 10"(h)



1/3 Page

Horizontal: 7"(w) x 3.25"(h)
Vertical: 2.25"(w) x 10"(h)
Square: 4.625"(w) x 4.875"(h)



1/4 Page

Vertical: 2.167"(w) x 7.5"(h)
Square: 3.375" x 4.875"(h)

PMS and special colors: \$100 surcharge in addition to the two-color rate.

Two-page spreads: Trim size is 16.25" w by 10.812" h; .125" bleed required on all four sides; .5" in the gutter.

Regional advertising: Available in all issues; call for details and rates.

Special position: 10% premium.

Inserts: BW page rate per printed side, based on furnished inserts.

Classifieds: \$175 per column inch.

Advertising Material Requirements

Print Advertising

All rates quoted on the basis of electronic files delivered to the Publisher in accordance with the specifications below; production costs required to meet specifications will be billed to the advertiser. Fees for collection of delinquent accounts will be the responsibility of the client.

File Format (Mac)

Preferred formats are PDF, EPS, and TIFF. The following sources are accepted along with supporting fonts and images: Quark XPress, Adobe Illustrator, Adobe Photoshop, and Macromedia Freehand. We don't accept native files created with PageMaker, Microsoft Publisher, or word processing programs.

TIFF and EPS Minimum Resolution Specifications

- Line art (bitmap) images at 1000 dpi
- Grayscale and color images at 300 dpi
- Combination grayscale and color images at 500 dpi
- All color images and files are to be supplied in CMYK.

PMS colors will be converted to process unless advertiser specifies otherwise.

Proofs

All black and white or grayscale ads supplied require 100% size lasers for confirmation of ad content. All color ads require a SWOP compliant proof, which includes

color bars, to accompany the submission. The printer will not go to press with a color ad unless a contract proof is on hand. If a contract proof is not supplied, then one will be made at cost to the client.

Media

A CD or e-mail attachments of less than 5 MB are acceptable if the file is stuffed/zipped for file integrity. FTP available on request.

Spreads

Page width should allow 1/8" on either side of the gutter for binding.

Printing Specifications

- Direct to plate, web press, perfect binding
- 8 1/8" x 10 7/8" trim size
- 133 line screen (150 line maximum acceptable)

Ad Material Submission

Materials received after the final deadline may be subject to an additional charge.

Ad Production/Creation

These services are available at additional cost. Call for quotes.

Contact Information

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