

2009 Print Advertising Rates & Artwork Guidelines

Black & White Rates

| | FULL PG | 1/2 ISL | 1/2 PG | 1/3 PG | 1/4 PG | 1/9 PG |
|-----|---------|---------|---------|---------|---------|--------|
| 1x | \$3,240 | \$2,105 | \$1,985 | \$1,300 | \$1,140 | \$390 |
| 3x | 3035 | 1975 | 1864 | 1215 | 1070 | 345 |
| 6x | 2770 | 1795 | 1690 | 1100 | 970 | 305 |
| 12x | 2615 | 1705 | 1600 | 1050 | 915 | 270 |
| 24x | 2450 | 1590 | 1405 | 985 | 860 | 260 |

Color Rates

Four-Color:

add \$400 to BW rates, \$175 for 1/9pg

Second Color CYAN:

add \$175 to BW rates, \$75 for 1/9pg

Second Color (other):

billed at the four-color process rate

Cover Rates (Frequency discounts do not apply.)

| Cover II | Cover III | Cover IV |
|----------|-----------|----------|
| \$3950 | \$3610 | \$4240 |

Premium Positions

- Premium positions are available at the publisher's discretion.
- Add 5% to the BW rate.
- Any ad designed to be positioned ONLY at a right or left hand page will be charged for premium position.

Size Specifications

All elements must fit within the live copy area:

Two-page spread 16 1/2" x 11 1/8" (bleed size)

Full page & covers 8 3/8" x 11 1/8" (bleed size)

15 1/4" x 10" (live copy area w/ 1" gutter)

7" x 10" (live copy area)

All elements must fit within the border size:

1/2 horizontal 7" x 4 3/4"

1/2 island

4 1/2" x 7"

1/3 vertical

2 1/4" x 10"

1/3 square 4 5/8" x 4 3/4"

1/4 page

3 3/8" x 4 3/4"

1/9 page (Idea Box)

2" x 3"

Artwork Guidelines

Advertisements submitted to Circuit Cellar should be submitted in printer ready, PDF format. (If you do not know how to create a PDF file from your design program please contact our art department, art@circuitcellar.com.) Artwork should be in vector-based format to ensure similar presentation in Circuit Cellar's downloadable Electronic Edition at various onscreen sizes. However, advertisements posted with the Electronic Edition may still exhibit subtle, unavoidable differences in apparent resolution from that of press-optimized files.

PDF Checklist:

- 4 color ads should be in CMYK format
- Black and white ads should be in grayscale
- Fonts should be embedded
- Graphics need to be high resolution (300 DPI or higher)

Ad materials/questions may be sent via e-mail to adcopy@circuitcellar.com (use Winzip/Stuffit for large files)

OR on disk to: Attn: Advertising Dept., Circuit Cellar, 4 Park Street, Vernon, CT 06066

Terms

- 1) A 15% agency discount is allowed for delivery of acceptable digital-ready materials if payment is received within 30 days of the invoice date. The agency discount does not apply to 1/9pg or 2/9pg advertisements. Interest at 1.5% per month is charged for past-due accounts.
- 2) All invoices will be rendered on the publication date. Advertisers with preapproved credit will be extended terms of Net 30. New advertisers should prepay their first insertion by the space reservation deadline.
- 3) All payment must be made in U.S. dollars and drawn on a U.S. bank. Funds may be wired. Contact Circuit Cellar's Advertising Department.

Special Billing Charges

*Digital ads are required. Corrections/changes to existing ads and manipulation of digital files will incur additional production charges and will be reflected on the invoice for that issue month.

*Production charges apply for the conversion of files from RGB into either CMYK for color ads or to grayscale for 2-Color and BW ads. (Note: Photos and graphics found on websites are usually in RGB mode and are often of poor quality for printing.)

CIRCUIT CELLAR

4 Park Street
Vernon, CT 06066
P: 860.875.2199
F: 860.871.0411

www.circuitcellar.com