

INSPIREDESIGN[®] 2020 Advertising Rates

mediaplanner.myinspiredesign.com

TRIM SIZE: 9 X 10 7/8

AD SIZES

FULL PAGE BLEED

LIVE: 8 1/2 X 10 3/8
TRIM: 9 X 10 7/8
BLEED: 9 1/4 X 11 1/8

FULL PAGE NON-BLEED 8 1/2 X 10 3/8

FULL PAGE SPREAD BLEED

LIVE: 17 1/2 X 10 3/8
TRIM: 18 X 10 7/8
BLEED: 18 1/4 X 11 1/8

HALF PAGE - HORIZONTAL BLEED

LIVE: 8 1/2 X 4 13/16
TRIM: 9 X 5 5/16
BLEED: 9 1/4 X 5 9/16

HALF PAGE - HORIZONTAL NON-BLEED 8 1/2 X 4 13/16

ALL ADS: Keep all live matter 1/4" away from trim edges.
SPREADS: 1/8" overlap for center bleed for both sides. A total of 1/2" space free for gutter.

PRINT ADVERTISING RATES

	1X	4X
FULL PAGE SPREAD:	\$13,310	\$10,890
FULL PAGE:	\$6,655	\$5,445
HALF PAGE:	\$5,990	\$4,350

SPECIAL POSITIONS: Add 15% to space. All rates are gross.

INSERTS, BLEED OR OVERSIZED

Space cost plus insert charge of \$1,500. For multi-page insert space cost contact publisher. No charge for bleed or oversized.

RATE POLICY

Rate based on a non-cancelable contract. If canceled, ads run would be short-rated to the nearest earned frequency based on the rate card. Special positions are non-cancelable within 90 days of ad space closing. 15% Agency Commissions given when ad materials are supplied.

TERMS AND CONDITIONS

Net due thirty (30) days from invoice date. No cash discount. Advertiser agrees to accept additional expenses of Attorney fees and Collections Agency charges should ICD require them to collect late payments.

PRINT ADVERTISING

Diane Costanza
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DIGITAL ADVERTISING OPERATIONS

Erin Helmers
ErinH@icdnet.com
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PRINT FILE TRANSFER

EMAIL AD FILES:

(for files less than 20 mb)
Attn: Diane Costanza
DianeC@myinspiredesign.com

UPLOAD AD FILES:

<http://ads.icdnet.com>
accessible via your web browser (ID & password not needed). Please EMAIL Diane transfer has completed.

ELECTRONIC SPECS

ACCEPTABLE DIGITAL FILE FORMATS:

The original ad layout document, fonts and images accompanied by PDF file.

Preferred Application: Adobe InDesign CC.

Others: Adobe Illustrator CC; Photoshop CC; Adobe Acrobat Distiller DC. (Illustrator and Photoshop are not recommended for creating layout files.)

PDF format: Submitted ads should be in PDF or PDF/X1-A format prepared for press in CMYK with embedded or outlined fonts. Please contact Production for the .joboptions files that should be used when creating PDFs. PDF files can not be edited or altered in any way. Please include all native files, including supporting graphics and fonts.

UNACCEPTABLE DIGITAL FILE FORMATS:

All digital Microsoft files: Word, Excel, Powerpoint, etc.

COLOR SPECS:

All images, backgrounds & copy must be CMYK. Ads received in RGB, Pantone or spot color format will be converted to CMYK. To avoid over-saturation, the combined value of CMYK values should not exceed 300% (ie. C=100, M=100, Y=50, K=50).

IMAGE SPECS:

- Photos should be 300dpi at their actual size, in CMYK.
- Set transparency flattener to at least 300 dpi where applicable:
 - 1200 dpi for Line Art. 300 dpi for Gradients.
 - Set the vector balance to 100% vector.
- Ad files with embedded images must be sent with original artwork to ensure trouble-free output of your files. Embedded files cannot be corrected or adjusted.

GENERAL SPECS:

- Please include crop marks on all bleed ads.
- Label all documents and digital layout files with your advertiser's name and issue date, NOT "InspireDesign."
- All Digital files MUST be sent complete. If any files are incomplete you will be contacted. InspireDesign assumes no responsibility for files that are sent incorrectly.
- MACINTOSH platform preferred. Publisher is not responsible for the final outcome of digital files created on PC.

ACCEPTABLE COLOR PROOFS:

A valid supplied SWOP color proof that is representative of the ad is recommended, though not required. All supplied color proofs MUST meet SWOP specifications. Publisher is not responsible for color variation on press if ad is not accompanied by the proof.

PRODUCTION WORK:

If publisher performs production work to existing or new ads, then the rate will revert back to gross pricing. If any work needs to be done you will be contacted for your approval prior to processing. No Charge for publisher to create a PDF. All supplied ad materials will be held by publisher for a period of no longer than one year from the issue date in which the ad last ran. Thereafter, materials will be deleted.

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