

Advertising Specifications

all advertisements are grayscale unless otherwise indicated

- full page: (a) 8" X 10 1/2"

 2/3 page: (b) vertical 4 1/4" X 9 3/4"
 (c) square 7 1/4" X 7 1/4"

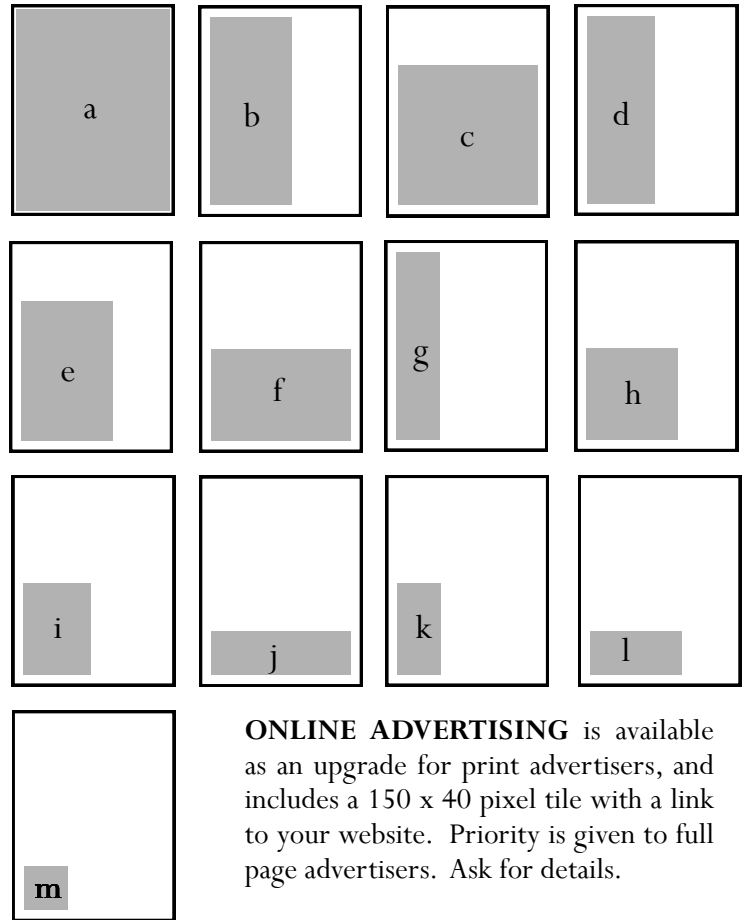
 1/2 page: (d) long vertical 3 1/2" X 9 3/4"
 (e) vertical 4 3/4" X 7 1/4"
 (f) horizontal 7 1/4" X 4 3/4"

 1/3 page: (g) vertical 2 1/4" X 9 3/4"
 (h) square 4 3/4" X 4 3/4"

 1/4 page: (i) vertical 3 1/2" X 4 3/4"
 (j) horizontal 7 1/4" X 2 1/4"

 1/6 page: (k) vertical 2 1/4" X 4 3/4"
 (l) horizontal 4 3/4" X 2 1/4"

 1/12 page: (m) 2 1/4" X 2 1/4"



* Colour advertisement costs are based on electronic formats only, converted to CMYK at 300 dpi at 100%. Grayscale formats should also be at 300 dpi at 100% and B/W line art should be 1200 dpi at 100%. Other formats are not accepted and space is limited to one full colour advertisement per issue, so please book early.

** Price per advertisement, based on consecutive issues.

ONLINE ADVERTISING is available as an upgrade for print advertisers, and includes a 150 x 40 pixel tile with a link to your website. Priority is given to full page advertisers. Ask for details.

Preferred materials: Electronic files are preferred (EPS, PDF or TIFF). Please email our advertising department if other file types need to be used. Illustrator, InDesign, and Photoshop files are all acceptable. Please include all graphics, typefaces, screen and printer fonts and a laser proof with your submission. All ads should be 300 dpi. Please send correctly sized ads. If you require assistance with typesetting, layout, or sizing, we can help at a small fee of 10% added to your advertising cost.

Publication Schedule (6 times yearly):

Issue	Reservations and materials Due	Ship Date
September/October	July 15	Aug 15
November/December	Sept 15	Oct 15
January/February	Nov 15	Dec 15
March/April	Jan 15	Feb 15
May/June	Mar 15	Apr 15
July/August	May 15	June 15

For information on our competitive advertising rates, contact Graham Blair at advertising@bluegrassnorthmagazine.com