

Gross Rates/4C Ads

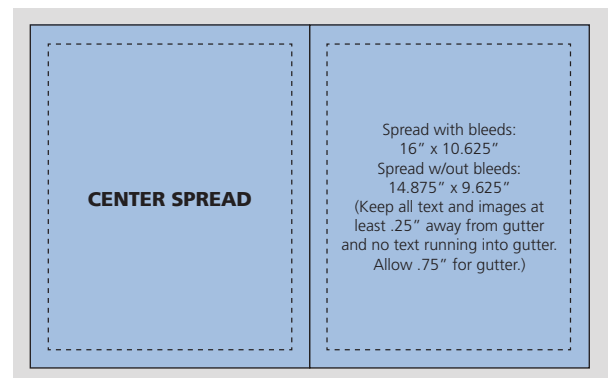
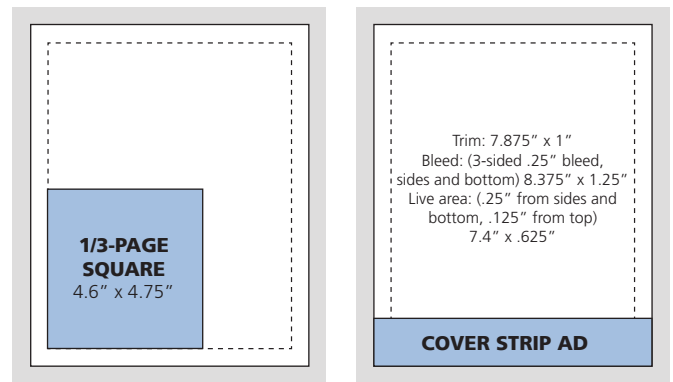
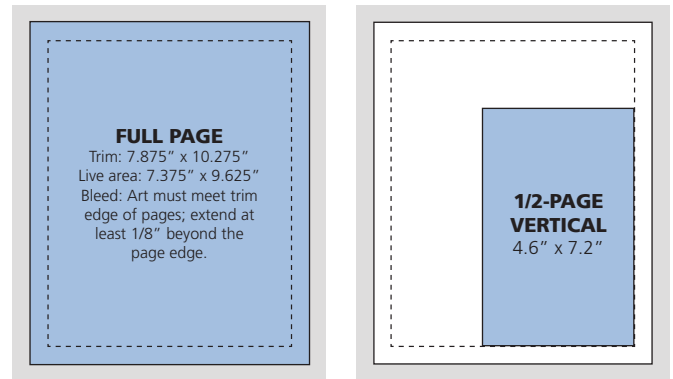
Ad Size	1x	3x	6x
Full Page	\$9,873	\$9,577	\$8,886
1/2-Page	\$5,428	\$5,157	\$4,885
1/3-Page	\$3,451	\$3,278	\$3,106
Cover Strip Ad (min. buy 3x)	\$6,000	\$5,700	\$5,400
Cover 2	\$11,847	\$11,255	\$10,662
Cover 3	\$10,860	\$10,317	\$9,774
Cover 4	\$12,835	\$12,193	\$11,552
Across TOC	\$10,860	\$10,317	\$9,774
Center Spread	\$15,796	\$15,006	\$14,216

- **Add 3% fee for credit card payment.**
- *Additional frequency discounts based on higher volume.*
- *2020 base rate guarantee: 125,000 hard copies*

Material Specifications

- **Crop/Registration Marks:** All marks offset from trim edge by at least 1/8"
- **Spread Alignment:** Facing pages should be used in page layout program to ensure spreads line correctly. Final pdf created as single pages and not as reader spreads.
- **Resolution:** High res, print quality PDFs.
- **Save Ad Files:** As PDF x1a or "press ready"
- **Color:** CMYK
- **Color and Grayscale:** Images should be as close to 300 dpi as possible
- **Line Art:** 1200 dpi
- **Safety Area:** 3/16" required for type and image safety area. All text and images that do not bleed need to be at least 3/16" (.1875%)
- **Fonts:** 6 pt or smaller should be one color black (not rich black). If text is to be gray, it should be 70% black so it is one color. **No thin font types. Use san serif fonts.**
- **Include the following:** All fonts, both screen and printer, linked images/artwork and a color proof.
- **If Ad is Black/White:** Turn off cyan, magenta and yellow separations and make sure images are one color black.
- **Show all art, trim and bleed boxes on PDFs.**

AD BLEED AREA TRIM SAFETY



Ad material should be emailed to:
Julie.Miller@AmeriForceMedia.com
Questions? Contact your sales rep.