

Print Advertising Rates & Dimensions

Four-Color Display

Rate Card 19 (Effective February 2012 Issue)

Ad Size	13x	12x	6x	4x	1x
Full Page	\$5,940	\$6,320	\$6,860	\$7,410	\$7,710
3/4 (Jr. Full)	NA	\$5,290	\$5,850	\$6,300	\$6,570
1/2	\$3,880	\$4,090	\$4,430	\$4,780	\$4,970
3/8	NA	\$3,610	\$3,910	\$4,220	\$4,400
1/4 Vertical	NA	\$3,570	\$3,880	\$4,190	\$4,360
1/4 Square	NA	\$3,170	\$3,520	\$3,800	\$3,960
1/8	NA	\$2,110	\$2,180	\$2,370	\$2,460
1/8 Spotlight*	NA	\$1,050	\$1,160	\$1,270	\$1,320

*1/8 page Spotlight Ads are horizontal and may be stacked. Section placement is not guaranteed. For black and white ads, subtract \$600 from 4-color rate for all sizes except 1/8 page Spotlight Ads.

Premium Positions

Back Cover	\$7,370
Inside Front or Inside Back Cover	\$7,060
Other Premium Positions	Add 10% to 12x rate

All premium positions are sold on a 12x basis and require 4-color materials.

Ad Dimensions & Configurations

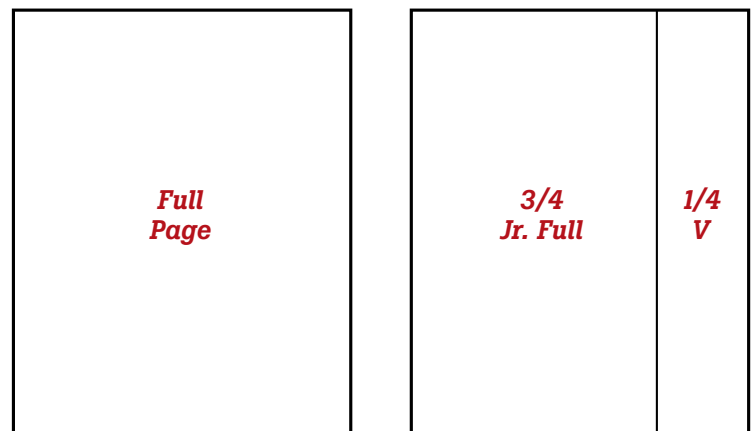
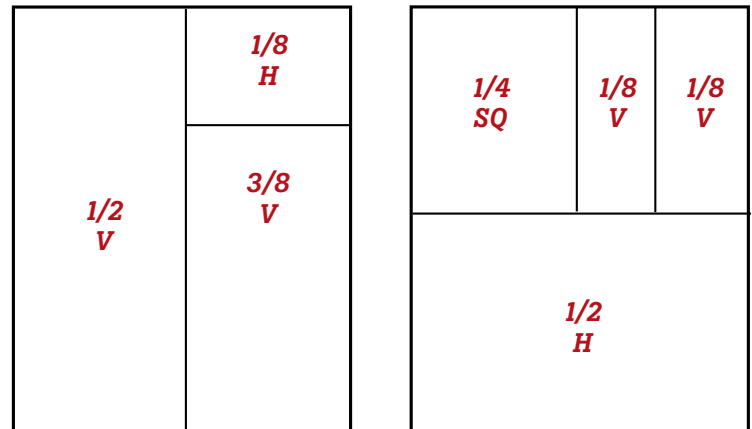
Unit	Wide	High
Spread (Non-Bleed)	19" x	10 3/4"
Full Page (Non-Bleed)	9" x	10 3/4"
3/4 Page (Jr. Full)	7" x	10 3/4"
1/2 Horizontal	9" x	4 7/8"
1/2 Vertical	4 9/16" x	10 3/4"
3/8 Vertical	4 9/16" x	7 7/8"
1/4 Vertical	2 1/8" x	10 3/4"
1/4 Square	4 9/16" x	5 1/4"
1/8 Horizontal	4 9/16" x	2 5/8"
1/8 Vertical	2 1/8" x	5 1/4"

Bleed

Full page	10 1/4" x	12 1/4"
Spread	20 1/4" x	12 1/4"

Insert Rates

Please call for estimate.



Print Advertising Specifications

Ad Material Submission

Ads can be uploaded via the web on our easy, quick ad uploader.

- Go to tcbmag.com/productionspecs
- Click on “Ad Uploader” and log in using the following:
 - Username: mspads
 - Password: sonic
 - Follow the instructions to upload

Ads can also be emailed (25 MB or less) or sent on disk to:

David Roberts

220 South Sixth Street, Suite 500
Minneapolis, MN 55402
612.336.9240
ads@tcbmag.com

Printing Specs

Web offset ink rotation K-C-M-Y. We cannot accept PMS colors (process colors only). Binding: Saddle stitched; trim size: 10” x 12”, 120-line screen and 133-line screen for cover positions.

Additional production charges may be incurred if supplied ads do not follow listed specifications.

Preferred File Format

A high resolution (300 dpi) Adobe PDF or PDF/X-1a with embedded fonts, CMYK colors, and flattened transparency.

Acceptable Native-File Formats

Adobe InDesign, Adobe Illustrator, Adobe PhotoShop. All images/elements must be 300 dpi at size; a TIFF or an EPS is preferred to a JPEG format.

Fonts

PostScript fonts are preferred; TrueType fonts can be problematic. We are not responsible for errors caused by TrueType fonts.

Color

Everything must be in CMYK format and color corrected. All other color formats (RGB, Pantone/PMS...) will be converted to CMYK. We are not responsible for colors which must be converted to CMYK. Overall printing maximum density of all colors cannot exceed 280%.

Color Proofs

Please supply a SWOP certified color proof pulled from supplied materials. If you do not supply a proof, we can provide one at a charge of \$75. If no proof is provided and you choose not to purchase one we will not be responsible for any color issues with the printed advertisement.

