

choice Magazine

Print Advertising Rate Card

Advertising Rates

All rates are quoted in US Dollars and are subject to applicable taxes

POSITION/SHAPE	AD SIZES		FOUR-COLOR		BLACK & WHITE	
	DISPLAY	BLEED	1X	4X	1X	4X
Inside Front Cover	7 1/4 X 9 3/4	8 1/2 X 11	\$2,975	\$2,775	N/A	N/A
Inside Back Cover	7 1/4 X 9 3/4	8 1/2 X 11	\$2,675	\$2,475	N/A	N/A
Back Cover	7 1/4 X 9 3/4	8 1/2 X 11	\$3,275	\$3,075	N/A	N/A
Full Page	7 1/4 X 9 3/4	8 1/2 X 11	\$2,075	\$1,725	\$1,575	\$1,350
2/3 Page (Vertical)	4 5/8 X 9 3/4	5 1/4 X 11	\$1,775	\$1,475	\$1,375	\$1,150
1/2 Page (Island)	4 3/4 X 7 1/4	No Bleed	\$1,375	\$1,175	\$1,075	\$875
1/2 Page (Horizontal)	7 1/4 X 4 3/4	8 1/2 X 5 3/8	\$1,375	\$1,175	\$1,075	\$875
1/3 Page (Vertical)	2 1/4 X 9 3/4	2 7/8 X 11	\$975	\$825	\$775	\$625
1/3 Page (Square)	4 5/8 X 4 3/4	No Bleed	\$975	\$825	\$775	\$625

Rates based on a four-time insertion advertising agreement. All bleed dimensions include 1/8" bleed for trim. For bleed ads, please keep live copy 1/4" from trim and crop marks. CMYK, 4-color process printing only.

Production Specifications

The following specifications are for the purpose of controlling the quality of magazine printing on printing presses. All requirements are based on Specifications for Web Offset Publications (SWOP). Any deviation from these specifications may result in less-desirable printed results.

- Printing Process: Sheet Fed, saddle-stitched.
- Final Trim Size: 8.25" x 10.75"
- Live Area: 7.25" X 9.75"

File Format

All ads must be submitted as a press-ready PDF file, generated in Adobe Acrobat, minimum 300dpi resolution. To ensure accurate reproduction quality please follow SWOP standards, detailed at www.ide-alliance.org/specifications/swop/specifications

PDF files must contain only 4-color process images (CMYK). Convert all RGB images and spot colors to CMYK.

Alternate File Formats Accepted: Native Application Files (MAC ONLY) Adobe CS4 (Illustrator, InDesign, Photoshop) Native files must include all placed images. (CMYK .tif or .eps), screen and postscript fonts, or convert fonts to outlines. Layers in Photoshop files must be flattened and saved as CMYK .tif or .eps format.

All ads submitted should be suitable to print as is. choice magazine cannot be responsible for any errors in content.

Publisher does not bear responsibility for minor text reflow due to use of altered copyrighted fonts, including application specific stylized fonts.

Submitted ad files that do not conform to the Publisher's mechanical requirements will be returned for a replacement ad file or additional costs may apply. Publisher reserves the right to apply corrections, including alterations/ changes, file conversion and/or outlining to ensure reproduction specifications are met.

Media Delivery

All files should be compressed and emailed to production@choice-online.com Files exceeding 10mb should be sent via FTP or via an online download service (YouSendIt.com, SentThisFile.com etc.). Please contact the Production Manager for FTP address information.

Please DO NOT COMPRESS files using JPEG or LZW compression. If necessary, use third-party compression software (Such as Stuffit or WinZip)

Color and/or B+W proofs must be provided to ensure accurate reproduction. If no proof is supplied, one may be pulled at the advertiser's expense. Publisher does not assume responsibility for omissions or color discrepancies where proofs are not supplied.

To ship color proofs and other digital media contact the Production Manager at production@choice-online.com. Please ensure that company name, contact name and phone number are included with the digital files and proof.

Contact Information

For questions regarding production specifications or change existing ads, please contact the Production Manager at production@choice-online.com

To reserve advertising space please contact us at **800-553-3241**
advertising@choice-online.com

Companion Advertising

Our print options are a perfect companion to our digital advertising options. Our print advertising is designed for use in tandem with banners and sponsorships as part of an integrated marketing strategy. However, you can also reserve it separately.

choice
the magazine of professional coaching
www.choice-online.com

FORWARDING THE GLOBAL CONVERSATION ABOUT PROFESSIONAL COACHING

Effective 02/01/12