

choice Magazine

Print Advertising Rate Card

Advertising Rates (US dollars)

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
Resource Directory	3 1/2" X 2"	No Bleed	\$250	\$200	\$200	\$150

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 digital files must be submitted in MAC FORMAT ONLY (minimum of 300dpi resolution) in one of the following applications (in order of preference):

- Adobe Acrobat PDF (v. 7.0 or higher). A printable PDF must be generated from a properly prepared native file (QuarkXPress, Adobe InDesign or Pagemaker) using the DDAP Universal Print Driver and DDAP Universal Job Options Settings for Distiller. See detailed instructions at <http://www.choice-online.com/advertise.html>
- QuarkXPress (v.3.32 or higher) must include all placed images. (CMYK .tif or .eps), screen and postscript fonts.
- Adobe Illustrator EPS (v.5.5 or higher) must include all placed images (CMYK .tif or .eps), screen and printer (postscript) fonts (if not converted to outlines).
- Adobe Photoshop (v.3.0 or higher) all layers flattened and saved as CMYK .tif or .eps format.

Imported graphics placed in Quark or Illustrator must be MAC FORMAT (CMYK .tif or .eps), source

file elements for PS files not embedded in the design must be included.

Fonts should be included in a separate folder with the screen and printer files (Postscript Type 1 format).

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

Additional costs may be charged to the advertiser for materials that do not conform to the Publisher's mechanical requirements, including alterations/changes, file conversion and/or outlining.

Media Delivery

All files should be compressed and emailed to production@choice-online.com or sent via FTP. 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 (Aladdin Dropstuff, Stuffit Deluxe, Quicktime Pro, etc.)

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 **+1 416-925-6643** or advertising@choice-online.com
Skype: globalgarry

Companion Advertising

Our print options are a perfect companion to our "Beyond Print" electronic 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
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FORWARDING THE GLOBAL CONVERSATION ABOUT PROFESSIONAL COACHING

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