

## 2011 ADVERTISING RATES

Size	12x	9x	6x	3x
*Full Page Premium	\$4200	\$4200	\$4200	\$4200
Premium Pages <small>(3,4 &amp; 5)</small>	\$3500	\$3500	\$3500	\$3500
Full Page	\$2100	\$2550	\$2770	\$3000
1/2 Page	\$1300	\$1650	\$1800	\$1950
1/4 Page	\$775	\$885	\$955	\$1000

### ADVERTISING DEADLINES

*Material Close:*

12th of Each Month

*Distribution Date:*

1st of Each Month

\* Inside Front Cover, Inside Back Cover, Back Cover

## PUBLICATION SPECIFICATIONS

Trim size: 8.375 x 10.875 single

Printing: CMYK Printing Ink Set-up as SWOP coated.

Dot Gain 20% Total ink limit 270%

Binding: Saddle stitch

## DIGITAL AD REQUIREMENTS

Ads submitted must meet the publisher's production guidelines.

**Preferred ad submission method.** Press quality PDF is the preferred method of ad submission for this magazine. If you're not sure not sure how to make a press quality PDF please call your advertising representative and we will walk you through it.

**Other submission method.** We accept composite JPG (preferred), TIF, or EPS files with the color mode CMYK at 600-900 dpi for color ads. For production and quality control purposes we cannot accept Web or Internet images.

**Dimensions.** All ads must be configured to fit the ad sizes indicated below. Be sure to create documents in the proper trim size. However, be certain to include bleed on full page bleed ads. **On full page ads do not put text outside the live area 8.125 x 10.625 centered. There is no need to add registration marks.**

## MISCELLANEOUS

**Production Assistance.** Complete production services are available. All images sent electronically must be high resolution 300 dpi photos or 800 dpi line art. Materials submitted after deadline will be subject to a fee of at least \$75.

Contact: Jennifer Burkemper, Creative Director

Email: [jburkemper@kfns.com](mailto:jburkemper@kfns.com)

Phone: 314.962.0590 ext.112



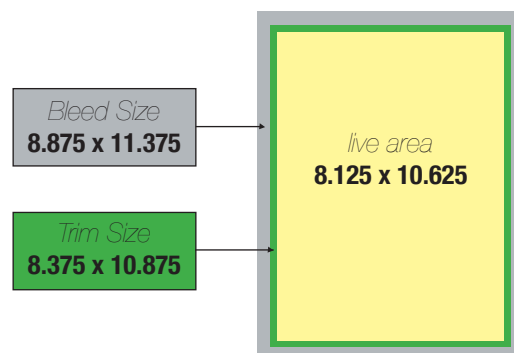
## AD SIZE REQUIREMENTS

**Bleed size: 8.875 x 11.375**

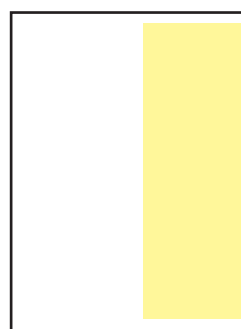
**Trim size: 8.375 x 10.875**

**Live Area size: 8.125 x 10.625**

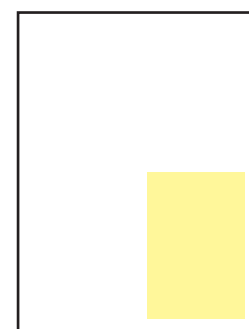
\* Please refer to dimensions for proper set-up for bleeds.



Full Page Ad



Half Page (vertical)  
3.75 x 10.125



Quarter Page  
3.75 x 5



Half Page (horizontal)  
7.625 x 5