

SuperLooper Magazine

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Rate Card 17
Effective
January 1, 2012

Ask your sales representative for multiple run rates

General Advertising Rates 1 Spot Color 4-Color

Full page	\$1,475	\$1,635	\$1,955
Two-thirds page	1,175	1,335	1,655
Half page	1,010	1,170	1,490
Third page	680	840	1,160
Quarter page	515	675	995
One-sixth page	355	515	835
Marketplace Per Column Inch (under 7 inches, minimum 1 inch)	85		

Color Rates: On all inside pages colors are charged at \$160 each. Cover rates already include color charges.

Inserts: 3X regular page rate plus \$65/K.

Card size minimum is 6 x 6 inches, maximum is magazine trim size. Placed between 16 page signatures beginning with pages 18/19.

Photo scans: \$750 each (minimum).

Premium Placement Rates: (per issue.)

<i>4-color charges included</i>		<i>4-color charges not included</i>	
Inside front & facing	\$2,730	Pages 4 - 15	
Inside back & facing	\$2,730	Full only	\$1,845
Back	\$3,405	Pages 16 - 31	
		Full page	\$1,640
		Half page	\$1,125

Multiple insertion discount rates require contract. Until credit is established, payment is required and must be paid before publication. Rates are subject to change without notice, except for advertisers under frequency contracts.

Bleed Dimensions: a minimum of 1/8 inch beyond the trim size on all four sides: **8-1/2 x 10-3/4 inches**. The image area (active area) remains the same for a bleed ad, 7 x 9-3/4 inches. Text and logos (or other information that should **not** bleed off the page) should appear within the image area. Items closer than a full 1/4 inch from the trim run the risk of being cut off when the magazine is trimmed at the printer.

Copy & Contract Regulations

Publisher reserves the right to accept or reject advertising. Publisher reserves the right to clearly label as "Advertisement" any copy that simulates editorial comment.

Camera Ready Requirements Mac Only.

QuarkXpress, Photoshop, Adobe Illustrator, TIFF, EPS or high rez PDF. (PDEX-1a) Postscript fonts only, no system fonts please. Include ad documents, all image scans and all fonts on disk and a color key or match proof.

Digital Ready: TIFF or high rez PDF (PDEX-1a)

Production requirements

For advertising created by Western Sports Publishing Original artwork (or 600 dpi tiff) and photos (or 300 dpi tiff) required for best reproduction. NO Xerox copies, half-tones or laser printer copies.

Issuance and Closing Dates: Published monthly.

Publication Date: Mailed by 27th of each month.

Closing Date for Space Reservations (booking deadline)

The 20th of the month, two months preceding issue date.

Mechanical Measurements

Width of Column:

2-5/16 inches or 13p4 picas

Gutter Width:

between columns
5/32 inches or 1 pica

Depth of Column:

9-3/4 inches or 58p6 picas

Three columns per page for a total of 29-1/4 column inches.

Page Margins:

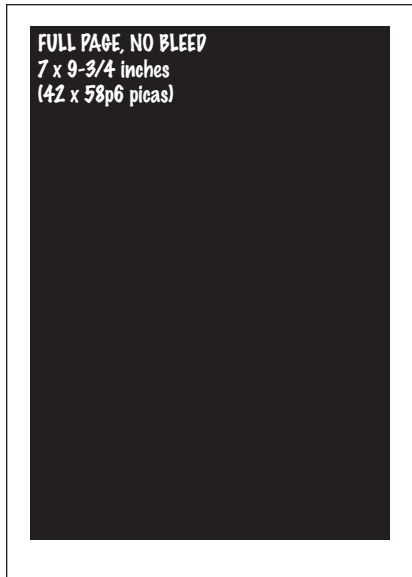
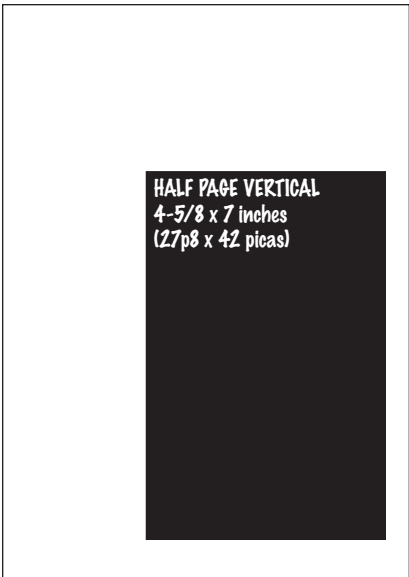
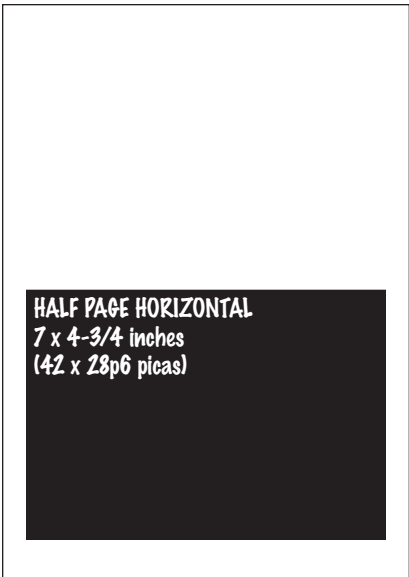
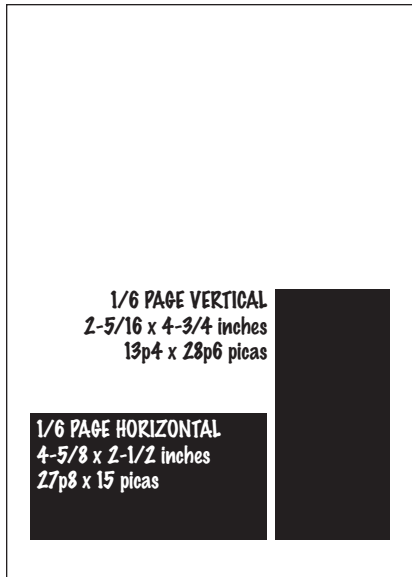
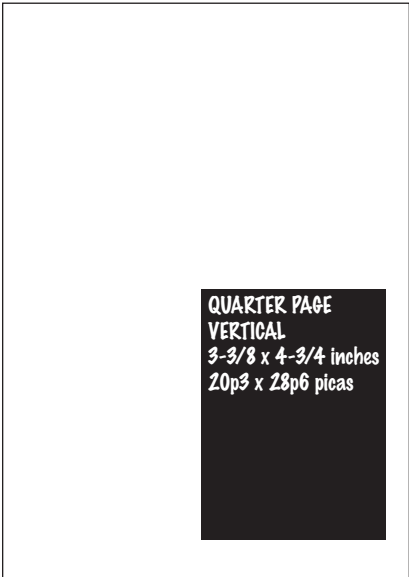
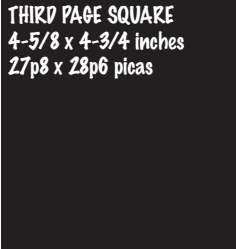
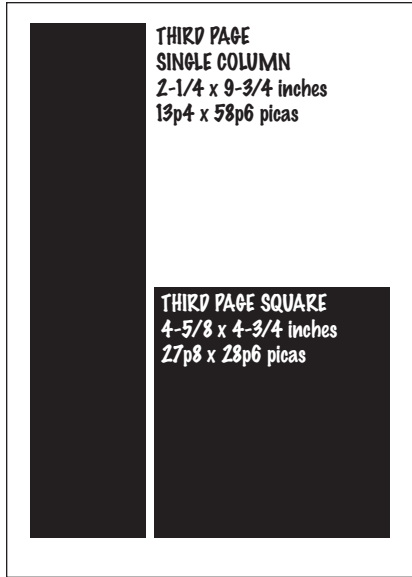
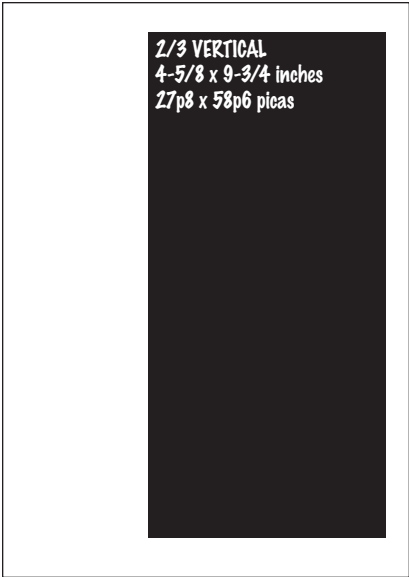
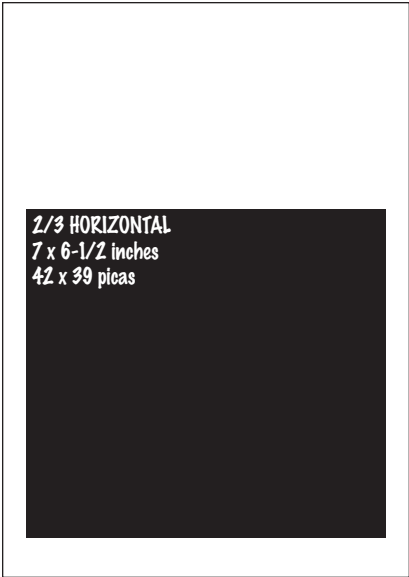
image area to trim

Top: 5/16 inch or 2 picas
bottom: 7/16 inch or 2.6 picas
outside: 1/2 inch or 3 picas
inside (gutter): 3/4 inch or 4p6

Ad Dimensions

	Inches		Picas		
	width	depth	width	depth	
Trim Size	8-1/4	10-1/2	49p6	63	active area is 7 x 9-3/4 inches
Full Page Bleed	8-1/2	10-3/4	51	65	see top right of page for further information
Full Page	7	9-3/4	42	58p6	
2/3 Horizontal	7	6-1/2	42	39	
2/3 Vertical	4-5/8	9-3/4	27p8	58p6	
Half Page Horizontal	7	4-3/4	42	28p6	
Half Page Vertical	4-5/8	7	27p8	42	
Third Page	4-5/8	4-3/4	27p8	28p6	1/3 may also be 1 column x 9 3/4 inches
Quarter Page Horizontal	4-5/8	3-3/8	27p8	20p6	
Quarter Page Vertical	3-3/8	4-3/4	20p3	28p6	
1/6th	2-1/4	4-3/4	13p4	28p6	
2 Page Spread	15-1/8	9-3/4	91	58p6	
Single Column	2-1/4	up to 9-3/4	13p4	up to 58p6	

Ad sizes on sample pages
and bleed ad layout
on pages 2 & 3.



FULL PAGE BLEED SPECIFICATIONS

When creating a camera ready pdf:

Be sure to save the pdf as a PDFX-1a, with at least an 1/8 inch bleed and check the 'clip at bleed edge' box.

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	width by depth, inches	picas
Trim size	8-1/4 x 10-1/2	49p6 x 63
Active (image) area	7 x 9-3/4	42 x 58p6
Bleed size	8-1/2 x 10-3/4	51 x 65

example: right hand page

