

2008 Advertising Rates & Specifications



B/W Rates	1x	3x	6x	12x	18x	24x
1 page	\$ 4860	\$ 4590	\$ 4350	\$ 3950	\$ 3680	\$ 3470
2/3 page	3550	3360	3190	2870	2660	2520
1/2 page (island)	3280	3100	2880	2570	2290	2170
1/2 page	2770	2600	2440	2200	2060	1970
1/3 page	2060	1900	1750	1560	1440	1370
1/4 page	1580	1475	1370	1180	1120	1060
Cover 2*		6610	6390	6130		
Cover 3*		6500	6270	6040		
Cover 4*		6740	6490	6290		

*Includes Bleed and Color

Bulk Rates	36x	48x
1 page	\$ 3270	\$ 3100

Color Rates

4-Color or 3-Color Process
Rates are for R.O.P. 4- or 3-color process inks only. Printing is by web-offset.

Per Page.....	\$ 1610
Per Spread.....	\$ 2710
Per 1/2 page.....	\$ 1080

Standard Color

Rate is AAAA Standard Red, Blue, Yellow and Green.

Per Page	\$ 800
Per Spread	\$ 1200
Per 1/2 page.....	\$ 630

Special Color

Rate is for any special color and black.

Per Page	\$ 1340
Per Spread	\$ 2480
Per 1/2 page.....	\$ 990

Metallic Color

Rate is for simulated metallic colors.

Per Page	\$ 1340
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Insert Rates

Contact Publisher for more Information.

Classified Rates

Paragraph Style/\$70 minimum includes 20 words; \$1.50 per additional word. (Word = 2 characters or more)

	1x	3x	6x	12x
Per Inch	\$ 150	\$ 130	\$ 120	\$ 110

All classified ads are payable with copy and are non-commissionable.

Production Information

SWOP Specifications Apply.

Digital File Submission

All materials submitted electronically are subject to review by the production department. Macintosh formatted CD's are preferred. Advertisers may also send their files electronically using our FTP site. Contact the Advertising Manager at (847) 405-4000 for specifications and directions for downloading ads.

The following must accompany any ad sent electronically or on disk:

Ad Materials

High Resolution PDF-X1a files with fonts and images embedded. Advertisers must provide a go-by for identification purposes.

Certified Color Press Proof

All ads will be printed to the density indicated in the file unless a certified color press proof is provided. Valid types of color proofs include Matchprints, Fujiproof, or digital proofs such as Pictro or Iris. Laser, ink-jet, or color copy proofs are acceptable for identification purposes only. If a valid color proof is not provided but is desired, we will produce one at an additional production charge of \$50.

Production Charges

Artwork, copy changes, film conversion, other prep work are billed at net, no agency discounts.

Material Storage

Materials are stored by publisher for 1 year from issue date, then destroyed unless otherwise instructed by the advertiser or agency.

Ship Materials, Insert Samples, Insertion Orders, etc. to:

BNP Media
Refrigerated & Frozen Foods Production Manager
155 Pfingsten Road, Suite 205
Deerfield, IL 60015

Mechanical Information

Trim Size	8" X 10-3/4"
Printing	Body forms and covers heat-set web offset.
Binding	Saddle-stitched. Jogs to head.
Paper Stock	Covers 80 lb Coated Stock Body 40 lb Coated Stock

Advertising Space Sizes

<u>NON-BLEED</u> (width x depth)	<u>INCHES</u>	<u>BLEED</u> (width x depth)	<u>INCHES</u>
Full Page.....	7" x 10"	Full Page Bleed.....	8-1/4" x 11"
2/3 Page	4-1/2" x 10"	2/3 Page Bleed	5-3/16" x 11"
1/2 Page (vert.).....	3-3/8" x 10"	1/2 Page (vert.) Bleed.....	4" x 11"
1/2 Page (horiz.)	7" x 4-7/8"	1/2 Page (horiz.) Bleed	8-1/4" x 5-3/8"
1/2 Page (island).....	4-1/2" x 7-1/2"		
1/3 Page (vert.).....	2-1/4" x 10"	Spread Bleed.....	16-1/4" x 11"
1/3 Page (square)....	4-1/2" x 4-7/8"		
1/3 Page (horiz.)	7" x 3-3/8"	Above sizes allow for 1/8" bleed	
1/4 Page (square)....	3-3/8" x 4-7/8"	on all sides.	
1/4 Page (horiz.)	7" x 2-3/8"	Gutter bleed only – each side	
		7-5/8" X 10".	

Trim size is 8" X 10-3/4". Vital advertising material should be kept at least 3/8" away from final trim, 1/2" from bleed size. Critical material should not run into the gutter.