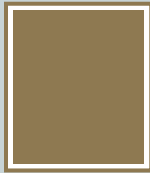


Display Advertising

Display Advertising Contacts: Fred Marks 212-683-5700 ext.324

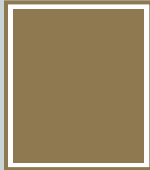
Back page \$2,258

10¹/₈ W x 12³/₄ H



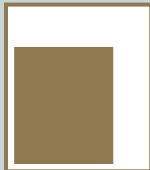
Full page \$2,058

10¹/₈ W x 12³/₄ H



Junior page \$1,575

7¹/₂ W x 9¹/₂ H



Half page \$1,307

10¹/₈ W x 6¹/₄ H

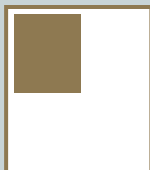
or

5 W x 12³/₄ H



Quarter page \$688

5 W x 6¹/₄ H



Eighth page \$389

5 W x 3 H

or

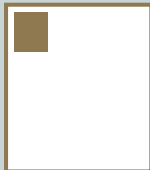
2³/₈ W x 6¹/₄ H



Sixteenth page \$315

2³/₈ W x 3 H

(14p3 x 18p)



Color

A spot color is available for an additional \$325 per full page, \$225 for other sizes. Four color (full color) is available for an additional \$550 per full page, \$450 for other sizes.

Multiple insertion discounts

3x: 10%; 4x: 12%; 6x: 15%; 12x: 20%

Mechanical Specifications

Media

Ads may be submitted on CD-R, CD-RW, DVD-R or DVD-RW. Submitted media must be clearly labeled with issue date, advertiser name, and contact name and telephone number. Ads may be submitted electronically via FTP. For instructions, please contact our Production Dept. at 212-683-5700, ext. 359.

Format

1. Hi-res PDF files (made ONLY through Acrobat Distiller)
PDF files must be made using Acrobat Distiller 5.0 or 4.0.
2. Native Quark files version 6.5 or lower.
3. Adobe Illustrator EPS files.

Hi-res PDF distilled files must have:

1. All fonts embedded.
2. The color mode (i.e. CMYK or Grayscale).
Never RGB or LAB or embedded color profiles.
3. All spot colors must be converted to CMYK unless running 2-color ads.
4. OPI must never be included in the file.
5. Resolution: 300 DPI for all submitted images and files.
6. All images and files have a density max of 240%.

Native Quark files must have:

1. All supporting fonts.
2. All illustrations and scans. The color mode (i.e. CMYK or Grayscale).
Never RGB or LAB or embedded color profiles.
3. All spot colors must be converted to CMYK unless running 2-color ads.
4. Resolution: 300 DPI for all submitted images and files.
5. All images and files have a density max of 240%.

Adobe Illustrator file must have:

1. Illustrator files should have all fonts converted to outline.
2. The color mode (i.e. CMYK or Grayscale).
Never RGB or LAB or embedded color profiles.
3. All spot colors must be converted to CMYK unless running 2-color ads.
4. Resolution: 300 DPI for all submitted images and files.
5. All images and files have a density max of 240%.

A proof should accompany each submitted ad and should be labeled with the publication, issue date and advertiser name.

Payment and contracts

A finance charge of 1.5% per month will be billed to all accounts over 30 days. Cancellations will not be accepted after the 20th of the month preceding publication. Cancellation contracts will be pro-rated for discounts due.

Agency commission

A 15% commission will be allowed for ads submitted and paid for by a recognized agency. The Cooperator will not pay commissions directly to agencies.