

### Black & White Rates

	1 X	4 X
Full Page	\$1250	\$1125
2/3 Page	1050	945
1/2 H. Page	830	747
1/2 V. Page	880	797
1/3 V. Page	720	671
1/3 H. Page	670	603
1/6 Page	550	495

### 4 Color\* Rates

	1 X	4 X
Full Page	\$1900	\$1775
2/3 Page	1700	1595
1/2 H. Page	1480	1397
1/2 V. Page	1530	1447
1/3 V. Page	1370	1321
1/3 H. Page	1320	1253
1/6 Page	1200	1145

### Special Positions Rates (4 Color Ads Only)

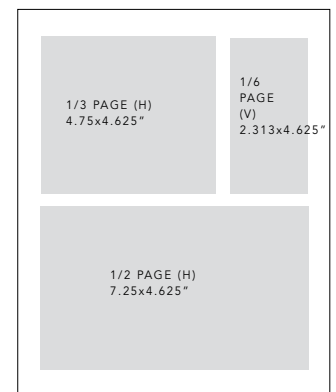
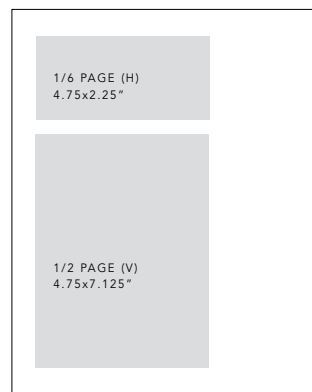
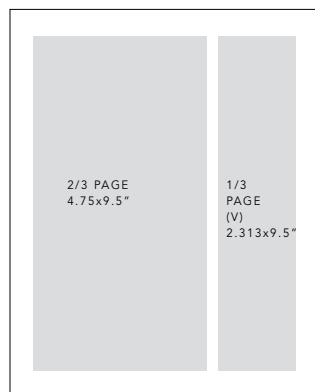
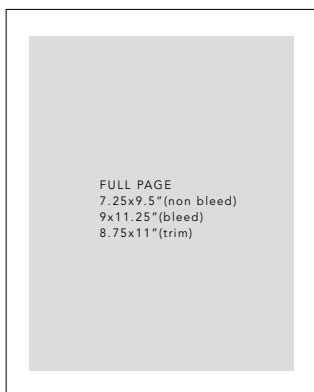
	1 X	4 X
Inside Front Cover	\$2045	\$1905
Page 3	2045	1905
Inside Back Cover	2045	1905
Back Cover	2100	1955

Insert/Outsert rate quotes available upon request.

### Mechanical Ad Size Requirements

	Standard Ad Sizes	With Bleeds
Full Page	8.75 w x 11" h	9 w x 11.25" h
Full Page Non Bleed	7.25 w x 9.5" h	
Back Cover	8.75 w x 6.75" h	9 w x 7" h
2/3 Page Vertical	4.75 w x 9.5" h	
1/2 Page Vertical	4.75 w x 7.125" h	
1/2 Page Horizontal	7.25 w x 4.625" h	
1/3 Page Vertical	2.313 w x 9.5" h	
1/3 Page Horizontal	4.754 w x 4.625" h	
1/6 Page Vertical	2.313 w x 4.625" h	
1/6 Page Horizontal	4.75 w x 2.25" h	

**Safety Requirements:** All live matter must be 3/8" away from trim on all sides. A minimum of 10pt type in k.o. area and 4/color type.



**FILE FORMATS:** Adobe InDesign, Adobe Illustrator, Adobe Photoshop EPS, TIFF, and PDF files with accompanying source files. Illustrator files should have all fonts converted to outlines. Quark files WILL NOT be accepted. If a Quark file is received there will be a \$100 conversion fee.

All supporting fonts, illustrations, and scans must accompany each submitted ad. All submitted fonts must be for MAC OS (NO PC FONTS) and Postscript in nature. NO 'True Type' fonts.

All supporting images must be supplied in CMYK at 350 dpi with a total ink density of 320%.

All files must be saved to disc preferably in the Macintosh OS format. CD-ROMS must be formatted as ISO 9660 so as to be read by Mac OS. A disc directory and proper proof must accompany each ad file. All submitted images, and/or files must be converted to CMYK.

PDF files must be high resolution "press-optimized" using Acrobat Distiller and must have:

- All fonts Embedded (NO True Type fonts Accepted).
- The correct Mode (ie. CMYK or Grayscale). Never RGB or LAB.
- All Spot Colors MUST be converted to CMYK. NO file with PMS colors accepted.
- Resolution: 350 DPI for all submitted images and files.

**A SWOP certified proof** is required for all color ads. The proof must be created from the supplied file for each file submitted. **Publication not responsible for variance between digital file and any proof not listed below.**

**The following proofs are accepted and must be screened at 200 Line Screen on publication base. Color Calibration SWOP Standards, Density max 300%-320%.**

- Kodak Approval Proof
- Matchprint DIGITAL H/T Proof
- Fuji PictroProof
- Iris Pro SWOP Proof
- PolaProofs

**A color proof** of the digital file will be made if requested at cost to the advertiser or ad agency. All ads supplied without a color proof will have one made at advertiser or ad agency's expense. Since client will not be able to sign off on the proof made, the publication is not responsible for color of proof.

**PUBLICATION IS NOT RESPONSIBLE** for color or content of proofs or files that do not conform to the specifications listed. If you have questions or problems with supplying a digital format, please contact us. Charges will be made to advertiser or agency at commercial rates for digital files that require Operator Intervention.

**CANCELLATIONS** not accepted unless received 10 days before space reservation deadline date. Cancellations after that date will be charged full price with additional 15% cancellation fee.

**RATE REVISION:** the Publisher reserves the right to revise advertising rates at any time upon 45 day notice in writing. All contracts are accepted subject to this condition.

**CHANGES IN SPACE** sizes by contract holders are billed at interpolated rates.

**ACCEPTANCE OF ALL ADVERTISING** is subject to publisher's approval as to character, layout, text and illustration, and agreement by the advertiser to indemnify and protect the publisher from loss or expense on claims or suits based upon contents or the subject matter of such advertisements. This includes suits for libel, plagiarism, copyright infringement, and unauthorized use of a person's name or photograph.

**EXTRA PRODUCTION**, including layout, design, typesetting, and scans will be billed separately. There will be an \$85 an hour rate charged for graphic design.

**COMMISSIONS** are 15% to recognized agencies on space, color, and position provided that art is camera-ready and account is paid 45 days from original invoice date. After 45 days, if account is not current, the client will be billed directly with a loss of commission.

### 2020 Ad Schedule

Issue	Space Closes	Materials Due	Published
Spring	Jan. 17	Feb. 7	March
Summer	Apr 20	May 8	June
Fall	Jul. 17	Aug. 7	September
Winter	Oct. 16	Nov. 6	December



### Contact Information

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#### PRODUCTION

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### Subscription Services

#### NEW SUBSCRIPTIONS

Individual and gift subscriptions  
\$20 annually (4 issues).

Bulk corporate subscriptions available  
(please inquire for pricing).

Please send check and  
delivery address to:

Tom Koster  
Koster Communications, Inc.  
24965 Corte Poco  
Salinas, CA 93908

#### Subscription Changes & Cancellations

Email: tkoster@kostercomm.net

#### Postal Mail:

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