

Print Mechanical Specifications

SPECIFICATIONS FOR ALL 3 PUBLICATIONS

Ad Size	Width/Height
Spread Trim Size.....	16 3/4 x 10 7/8
Spread Bleed Size.....	17 1/4 x 11 3/8
Full Page (Live).....	7 1/2 x 10
Full Page (Trim).....	8 3/8 x 10 7/8
1/2 Page Horizontal....	7 1/2 x 4 7/8
1/2 Page Vertical.....	3 5/8 x 10
1/3 Page Square.....	4 3/4 x 4 7/8
1/3 Page Vertical.....	2 1/4 x 10
1/4 Page.....	3 5/8 x 4 7/8
1/8 Page.....	3 1/2 x 2
Community Listing....	2 .35 x 2
Gutter Safety	1/4"
Full Bleed	8 7/8 x 11 3/8
Trim Size	8 3/8 x 10 7/8
Live Area	7 1/2 x 10
Resolution	300 dpi 133 lpi Color 150
Ink Density	Max 300
Printing	Web Offset – 4-Color Process
Binding	Perfect Bound

ACCEPTABLE FORMAT

PDFX1A (preferred), TIF, EPS
Native application files for back-up only. We do not accept DOC files for display advertising.

ACCEPTABLE FORMS

DVD, CD-ROM Files may also be sent via e-mail or FTP.

ADVERTORIAL

500 word count including headline & byline, half page advertorial 250 words.

ADDITIONAL CHARGES

Bleed Rates

\$1,500.00

Premium Position Rate

Back Cover – Additional 30%
Inside Front Cover – Additional 25%
Inside Back Cover – Additional 20%

Reserved Position Rate

15% Non Cancelable

Spot Color (Screen Mix)

\$500.00

Special Match Color (Pantone)

\$1,500.00

Advertorials

See Full & Half Page Ad Rates

AGENCY COMMISSION

15% of Gross
to Recognized Agencies

SPREADS

Available Upon Request
Deduct 10%

REPRINT

Available Upon Request
With Additional Charges

NOTE: If supplying ads in other formats, please check with your Account Executive prior to submitting.

TERMS & CONDITIONS

Liability for content (text and artwork included) of all advertising is assumed by advertiser and/or its advertising agency. Any claims made against the publisher arising from advertising, that may expense or loss thereto pertaining, will be assumed by advertiser and/or the signature of the advertiser. Conditions of contract are subject to change without notice. All copy, including all elements, are subject to publisher's approval. Positioning of advertisement is subject to publisher's discretion except when specific preferred positions are available and covered by contract. An insertion or purchase order approved letter of intent will serve as a non-refundable, official contract for reserving ad space.

NO CANCELLATION accepted after closing date for space reservation.

BILLING

We accept P.O.'s, I.O.'s, EFT Payments and all major credit cards. We also offer a 2% discount for early payment 2/10, Net 30.

SUBMIT ADS BY EMAIL TO THEIR RESPECTIVE ADDRESSES:

Ads@blackoejournal.com
Ads@hnmagazine.com
Ads@professionalwomanmag.com

**If you want your artwork/diskettes returned please indicate this on your package and advise your Account Executive.*