

2010 Print Advertising Rates and Specifications

Rates

	Full Page	2/3 Page	1/2 Island	1/2 Page	1/3 Page	1/4 Page	1/6 Page
FULL COLOR							
1x	\$8,640	\$7,590	\$7,170	\$6,320	\$5,590	\$5,270	\$4,530
3x	\$8,420	\$7,380	\$7,010	\$6,170	\$5,490	\$5,170	\$4,430
6x	\$8,110	\$7,170	\$6,840	\$6,010	\$5,370	\$5,070	\$4,330
9x	\$7,910	\$7,010	\$6,740	\$5,900	\$5,270	\$4,950	\$4,220
12x	\$7,690	\$6,840	\$6,590	\$5,800	\$5,170	\$4,850	\$4,110
18x	\$7,490	\$6,740	\$6,430	\$5,690	\$5,070	\$4,750	\$4,010
BLACK & WHITE							
1x	\$6,890	\$5,840	\$5,420	\$4,570	\$3,840	\$3,520	\$2,780
3x	\$6,670	\$5,630	\$5,260	\$4,420	\$3,740	\$3,420	\$2,680
6x	\$6,360	\$5,420	\$5,090	\$4,260	\$3,620	\$3,320	\$2,580
9x	\$6,160	\$5,260	\$4,990	\$4,150	\$3,520	\$3,200	\$2,470
12x	\$5,940	\$5,090	\$4,840	\$4,050	\$3,420	\$3,100	\$2,360
18x	\$5,740	\$4,990	\$4,680	\$3,940	\$3,320	\$3,000	\$2,260

COLOR RATES

Four-Color Spread: \$3,160

Matched, Per Color: \$970

Standard, Per Color: \$770

MECHANICAL SPECIFICATIONS:

BLEED—Allow 1/8" bleed beyond trim.

SPREADS—Keep live matter 1/4" from gutter.

PREFERRED MATERIAL— Electronic art to specifications.

COLOR PROOF—Required with all four-color ads.

PRINTING—Web offset on coated stock.

BINDING—Perfect.

PREMIUM POSITIONS:

(Premium applied to earned frequency plus four-color cost)

Back Cover:	Plus 35%
Inside Front Cover:	Plus 30%
Inside Back Cover:	Plus 20%
Page 1:	Plus 20%
Guaranteed Position:	Plus 10%

DIGITAL ADVERTISING MATERIAL REQUIREMENTS:

Acceptable Media—Ads may be submitted on CD formatted for Macintosh.

FTP Transfers—Call for instructions.

Terms and Conditions—Refer to back cover.

Classified Rates

(Non-commissionable)

Copy only per column inch \$300

Display (2 1/4" x 4 7/8") \$1,500

ACCEPTABLE FILE FORMATS:

PDF files/X1-A preferred.

Ads created in Adobe Illustrator and Freehand can be provided as EPS files with all fonts created as outlines. Be sure to include fonts or save fonts as outlines.

Ads created in Adobe Photoshop can be provided as EPS or TIFF files with resolution of 300 dpi.

SPECIFICATIONS:

- All color images must be separated as CMYK.
- All fonts must be included as both screen and printer fonts. TrueType fonts are not acceptable.
- Laser proofs for black and white ads and color proofs for color ads must accompany all digital materials.

ADVERTISING MATERIALS:

Dorinda Ferguson

Advertising Operations Manager
NFPA Journal

1 Batterymarch Park

Quincy, MA 02169

P 617-984-7323

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PUBLICATION

TRIM SIZE: 8 1/8" x 10 7/8"

FULL PAGE
7" x 10"

2 SPREAD PAGE
16 1/2" x 11 1/8"

1/2 PAGE
ISLAND
4 1/2" x 7 1/2"

1/3 PAGE
VERTICAL
2 1/8" x 9 7/8"

1/6 PAGE
2 1/4" x 4 7/8"

1/2 PAGE
VERTICAL
3 5/16" x 10"

1/3 PAGE
SQUARE
4 1/2" x 4 7/8"

2/3 PAGE
4 1/2" x 10"

1/4 PAGE
3 5/16" x 4 1/2"

1/2 PAGE
HORIZONTAL
6 7/8" x 4 1/2"