



Advertising Rates 2010

B&W	1X	3X	6X	12X	18X	24X
Page	5,771	5,486	5,104	4,889	4,682	4,515
3/4	5,261	4,940	4,607	4,294	4,077	3,876
1/2	3,564	3,389	3,142	2,926	2,756	2,620
1/4	2,292	2,174	2,033	1,888	1,794	1,707
BRC	3,564	3,389	3,142	2,926	2,756	2,620

4-C	1X	3X	6X	12X	18X	24X
Page	8,106	7,821	7,396	7,137	6,930	6,763
3/4	7,534	7,276	6,898	6,542	6,325	6,125
1/2	5,899	5,724	5,434	5,174	5,004	4,869
1/4	4,623	4,509	4,325	4,136	4,042	3,955

* Additional charge may apply for 5-color.

BLEED: No charge	
COVERS:	
2nd	add 25%
3rd	add 15%
4th	add 35%

NON-COVER PREMIUM POSITIONS/SPECIAL POSITIONING:
Additional 15% of B&W rate.
Insert rates:
Single-leaf — 1.5 x B&W rate
Four-page — 2 x B&W rate
Eight-page — 4 x B&W rate

CLASSIFIEDS		
<p>Option A Logo Up to 25 words text 1 line contact detail 1.625" x 1.37" Rate: 6 issues (\$333 per month) \$2,002 12 issues (\$285 per month) \$3,421</p>	<p>Option B Logo Up to 45 words text 3 lines contact detail 1.625" x 2.95" Rate: 6 issues (\$430 per month) \$2,585 12 issues (\$346 per month) \$4,160</p>	<p>Option C Logo Up to 60 words text 3 lines contact detail 1.625" x 4.525" Rate: 6 issues (\$564 per month) \$3,383 12 issues (\$480 per month) \$5,755</p>
<p>Additional information Net rates above Ads are sold on 6 or 12 time basis</p>	<p>Color: No additional charge Ad copy changes: \$50.00 Ad Creation: \$75.00 File format: Digital</p>	<p>For details please contact: Scott Dattoli Ph: 646.638.6015 or Email: Scott.Dattoli@haymarketmedia.com</p>

FOR MORE INFORMATION ON HOW TO ADVERTISE:

Contact: Scott Dattoli
 PH: 646.638.6015
 EMAIL: Scott.Dattoli@Haymarketmedia.com
 Haymarket Media, Inc.
 114 West 26th Street, 4th Floor
 New York, NY 10001



Specifications

Production requirements:

All advertising material is required in electronic format. Files accepted on CD or zip disc. For FTP or email details contact the Production department.

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- Digital files must be sent with a Kodak Approval, Fuji Pictro, Fuji Final Proof or equivalent high-end color proof made from your final digital files. Please review your final proof carefully before shipping, as additional proofs will not be sent back to you for review.
- Any advertising sent via FTP or email must also have a SWOP certified proof provided before printing. If one is not a PDF or a fax must at least be supplied for layout guidance, not for color.

Digital file formats for ads supplied:

All advertisements supplied electronically or by disc are accepted in good faith and Haymarket accepts no responsibility for any problems if the guidelines are not followed.

The pages of MM&M magazine are put together on an Apple Mac, so all advertisements need to be saved for Macintosh format, ideally Illustrator or Photoshop to 300dpi. All ads supplied must have all fonts either made into outline or embedded within, no true type fonts. This helps eliminate re-flowing and font clash issues and also avoids the illegal transfer and/or unauthorized use of font software. A read-me file should be supplied explaining which format the ad has been saved in and any specific instruction about how the file should be opened. If images have been saved down as JPEGs for transfer electronically, then this needs to be early indicate early so our typesetter can reopen the images in their original eps format. All eps's, tiffs or JPEGs should be saved as CMYK and not RGB. (RGB will default to mono on press). If ads are supplied without a color guide, acceptable for use with print, i.e. a swop certified Kodak Approval, Fuji Pictro, Fuji final Proof or equivalent, then MM&M cannot accept responsibility for how the ad appears in the final printed magazine.

Send advertising files to:

Ada Figueroa
 MM&M Production Department
 114 West 26th Street, 4th Floor
 New York, NY 10001
Tele: 646-638-6065
Fax: 646-638-6120
E-mail: ada.figueroa@haymarketmedia.com

We accept QuarkXpress and InDesign files:

- Include all linked images, fonts.
- Build all ads to trim.
- Bleed 1/8" on all sides for full-page and 2-page spreads.
- Bleed 1/8" on left, right, and bottom for 1/2-page spread.
- Keep live matter 1/4" away from trim & gutter.

Color: CMYK, Grayscale, Black & White, or 2-Color ads, which will be run as a process color equivalent of specified Pantone Color unless a PMS spot color, metallic and fifth color is requested and paid for.

Fonts: Use Type 1 fonts only. No true type fonts. PDFs are acceptable for full pages only, please contact the production department for specs.

Printing Specifications:

Printing process: Heatset Web Offset

Binding: Perfect bound

Publication Trim and Bleed Specifications:

Trim: 8 1/4" by 10 7/8". Keep all live matter a minimum of 1/4" in from trim. All bleed ads should allow 1/8" of bleed.

Line Screen: 175-line screen. Min and Max dot size: 5% to 95% (Overall printing density of all colors cannot exceed 280%).

Image specifications:		
Image type	Specs	Format
Photographic images:	300dpi @ print size	.tif
Line art:	1200dpi @ print size	.tif
Bezier/Vector art work, i.e. Illustrator	convert fonts to outlines	.eps level 1

Ad trim size specifications: (in inches)		
AD SIZE	WIDTH	HEIGHT
2 Page Spread*	16.5	10.875
Full Page*	8.25	10.875
3/4 Page (horizontal)	7.25	7.125
1/2 Page Spread**	16.5	5.375
1/2 Page (vertical)	3.5	9.675
1/2 Page (horizontal)	7.175	4.6
1/4 Page (vertical)	1.675	9.675
1/4 Page (square)	3.5	4.6
1/4 Page (strip)	7.187	0.9

* Add 1/8" bleed on all sides.

** Add 1/8" bleed on left, right, and bottom sides.