

ORANGE MAGAZINE

2010 Advertising Rates & Sizes

ADVERTISING RATES

GENERAL POSITIONS

FREQUENCY PROGRAM (Price per issue)

AD SIZE	SINGLE ISSUE	5-7 Issues	2-4 Issues
FULL PAGE	3255	1860	2170
2/3 PAGE	2541	1452	1694
1/2 PAGE	2021	1155	1348
1/3 PAGE	1365	780	910
1/6 PAGE	814	465	543

PREMIUM POSITIONS

AD SIZE	SINGLE ISSUE	5-7 Issues	2-4 Issues
INSIDE FRONT, INSIDE BACK, PAGE 3	4069	2325	2713
BACK COVER	4394	2511	2930

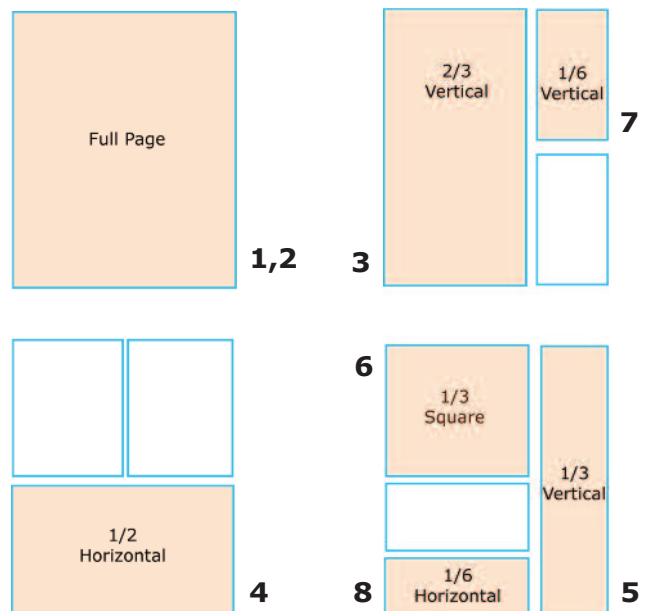
Preferred placement-premium positions: Special positions are guaranteed when available, on a no cancellation basis at a premium. General positioning is at the discretion of the publisher.

Agencies: Rates are commissionable (15%) to recognized agencies providing camera ready materials

SIZES

AD SIZE	WIDTH	HEIGHT	SIZE #
FULL PAGE BLEED*	9.00"	10.875"	1
FULL PAGE NON-BLEED	7.99"	9.87"	2
2/3 VERTICAL	5.27"	9.87"	3
1/2 HORIZONTAL	7.99"	4.85"	4
1/3 VERTICAL	2.55"	9.87"	5
1/3 SQUARE	5.27"	4.85"	6
1/6 VERTICAL	2.55"	4.85"	7
1/6 HORIZONTAL	5.27"	2.35"	8

*See attached "Full Page Bleed Specifications" sheet for mechanical requirements.



Reproduction materials: Accepted file formats: PDF, TIFF, and EPS. All colors used must be CMYK, no spot or Pantone. There will be a charge for any digital ads which are submitted incorrectly and need to be corrected. Artwork must be submitted at 300 d.p.i. Line art must be 1200 d.p.i. All fonts must be embedded. We do not accept PageMaker or InDesign files. All ads must be accompanied by hard copy proofs.