

Advertising Rates

Effective November 2007

PolymerCAFÉ

Advertising Contact Information:

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Ad Rates

FOUR COLOR

Ad Size	1x Rate	3x Rate	6x Rate	12x Rate
Full Page	\$1,255	\$1,200	\$1,135	\$1,020
1/2 Page	820	775	735	.660
1/3 Page	570	540	510	.460
1/6 Page	350	330	310	.280
1/9 Page	305	290	275	.250
1/12 Page	270	255	240	.215

BLACK & WHITE

Ad Size	1x Rate	3x Rate	6x Rate	12x Rate
Full Page	\$1,070	\$1,020	\$965	\$870
1/2 Page	695	660	625	.560
1/3 Page	490	460	435	.390
1/6 Page	300	285	270	.245
1/9 Page	250	240	230	.205
1/12 Page	220	210	200	.180

COVER RATES - COLOR

Back Cover	\$1,500
Inside Front	1,380
Inside Back	1,320

Frequency discount is based on the total number of insertions to appear during a consecutive 12-month period. Guaranteed positions are available at 15% premium. Call for availability.

*These prices are based on you supplying a digital file. Add 25% if offset film or pub set.
15% commission to recognized ad agency when supplying camera ready material or digital file.
Rates subject to change. Subject to terms and conditions available upon request.

Web site Directory

A great way to get your Web site in front of your audience for only \$45.00 per issue. Minimum of 6 issues (\$270.00), paid in advance. Discounts do not apply.

Ad Deadlines For 2008

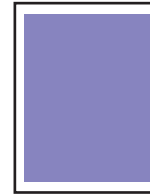
PolymerCAFÉ is published bimonthly.

Issue	Reservations	Pub-Set Materials Due	Camera Ready Materials Due	On-Sale Date
SPRING 08	11/22	11/29	12/9	1/22
APR 08	1/17	1/24	2/3	3/18
JUN 08	3/13	3/20	3/30	5/13
AUG 08	5/8	5/15	5/25	7/8
OCT 08	7/3	7/10	7/20	9/2
DEC 08	8/28	9/4	9/14	10/28

No cancellation can be accepted after reservation due date. Pub-set materials due date is for ads that require typesetting, layout or photography.

Exploring the Art & Craft of Polymer Clay

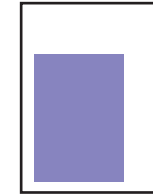
Ad Shapes & Sizes



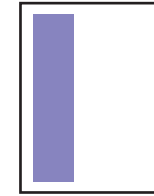
Full Page
7¼" x 9¾"



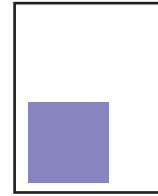
½ Page Horizontal
7¼" x 4¾"



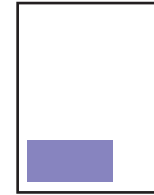
½ Page Vertical
4¾" x 7¼"



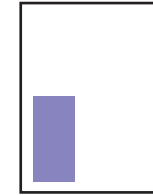
1/3 Page Vertical
2¼" x 9¾"



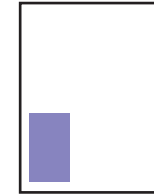
1/3 Page Square
4¾" x 4¾"



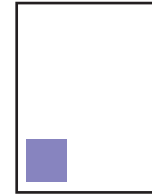
1/6 Page Horizontal
4¾" x 2¼"



1/6 Page Vertical
2¼" x 4¾"



1/9 Page
2¼" x 3⅛"



1/12 Page
2¼" x 2¼"

Ad Unit Dimensions

Full Page 7¼" by 9¾"	1/6 Page Horizontal 4¾" by 2¼"
1/2 Page Horizontal 7¼" by 4¾"	1/6 Page Vertical 2¼" by 4¾"
1/2 Page Vertical 4¾" by 7¼"	1/9 Page 2¼" by 3⅛"
1/3 Page Vertical 2¼" by 9¾"	1/12 Page 2¼" by 2¼"
1/3 Page Square 4¾" by 4¾"	

Ad Specifications

Trim size:
8⅞ x 10⁷/₈"

Bleed size:
8³/₈ x 11¹/₈"

Live Area
7¼ x 9¾"

- Printed offset.
- 133 or 150 line screen
- Density not to exceed 300.
- Proof required.

PolymerCAFÉ offers you a full range of production services including ad design and makeup, photography and color separations. Call for information and a free estimate.

Send Your Ad Here

Please send your ad material to us by UPS, FedEx or any service that can be tracked.

Send to:

Advertising Department
PolymerCAFÉ Magazine
801 W. Norton Avenue
Suite 200

Muskegon, MI 49441-4155

Questions? Call or Fax :
231-733-9382
FAX: 231-733-7635

We Love Digital Files

PolymerCAFÉ is built electronically using QuarkXpress, the preferred format for digital ads. We can also accept other formats and PDF files. Call us for complete digital file specs before you send us your file. Please include a proof of ad so we can see what it should look like.