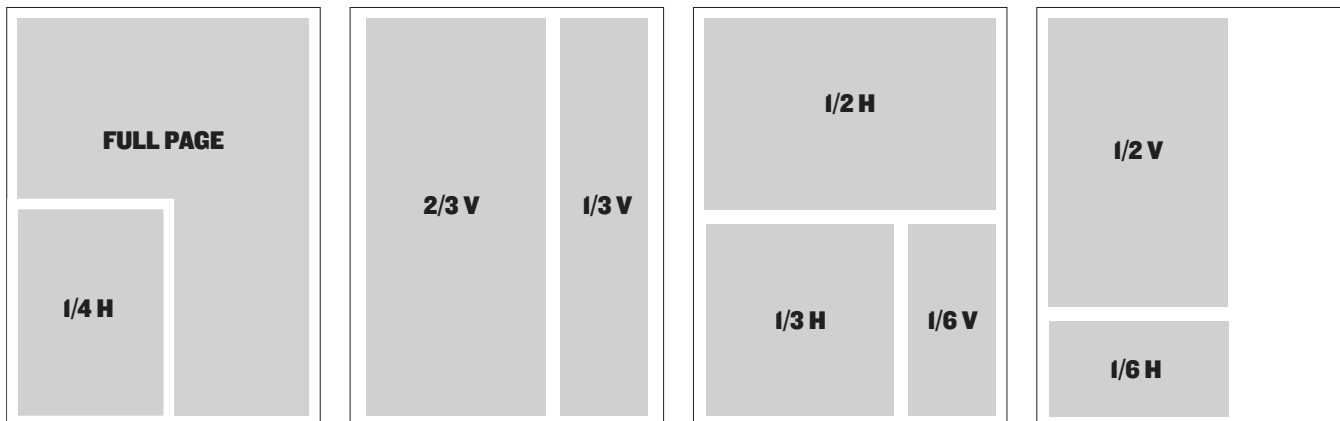


2015

# Rates & Mechanical Requirements



		WIDTH X HEIGHT	12X	6X	OPEN
<b>TWO-PAGE SPREAD</b> (125 in. Bleed required)	Trim Live	16.25 in. x 10.875 in. 15.375 in. x 10 in.	<b>UPON REQUEST</b>	<b>UPON REQUEST</b>	<b>UPON REQUEST</b>
<b>FULL PAGE</b> (125 in. Bleed required)	Trim Live	8.125 in. x 10.875 in. 7.25 in. x 10 in.	<b>\$3,205</b>	<b>\$3,367</b>	<b>\$3,826</b>
<b>2/3 VERTICAL</b>		4.625 in. x 10 in.	<b>\$2,564</b>	<b>\$2,694</b>	<b>\$3,061</b>
<b>1/2 VERTICAL</b> <b>1/2 HORIZONTAL</b>		4.625 in. x 7.375 in. 7.25 in. x 4.875 in.	<b>\$2,052</b>	<b>\$2,156</b>	<b>\$2,450</b>
<b>1/3 VERTICAL</b> <b>1/3 HORIZONTAL</b>		2.25 in. x 10 in. 4.625 in. x 4.875 in.	<b>\$1,538</b>	<b>\$1,617</b>	<b>\$1,837</b>
<b>1/4 CO-OP</b>		3.5 in. x 4.75 in.	<b>\$971</b>	<b>\$971</b>	<b>\$971</b>
<b>1/6 VERTICAL</b> <b>1/6 HORIZONTAL</b>		2.25 in. x 4.875 in. 4.625 in. x 2.375 in.	<b>\$656</b>	<b>\$656</b>	<b>\$656</b>

*Additional pricing & rates upon request.*

## Ad Submission

**ELECTRONIC ADS:** All ads must be submitted digitally.

**ACCEPTED AD FORMAT:** PDF files only.

**FILE REQUIREMENTS:** All files must be final, color corrected, hi-res (300 dpi), CMYK files. Overall printing density of all colors should not exceed 300%.

### AD SUBMISSION:

PDF files may be submitted via our ad portal, AdShuttle. Visit [www.milwaukeeemag.com/adshuttle](http://www.milwaukeeemag.com/adshuttle).

**DUE DATE:** Ads due to Adshuttle by Noon on the Friday of deadline. Please direct any questions about these dates to your sales representative.

**Printing Process** (web offset)

**LINE SCREEN:** 133-line screen  
Dot size 5% to 95%.

**DENSITY:** Overall printing density of all colors should not exceed 300%.

**TYPE:** Reverse type must be no smaller than 8 point.

### Additional Fees

**PMS:** Customers may request PMS ink, metallic ink or fifth color at an additional charge. Please contact your Milwaukee Magazine sales representative for quote.

### AD ARCHIVING AND RETRIEVAL:

We archive all electronic ads for a period of 18 months.

**LATE FEE:** A fee of \$25 will accrue daily for ads and/or materials received after the production deadline.

**LATE CHANGES:** If an advertiser, agency or designer wishes to make changes after we begin sending

final files to Quad/Graphics, they will be subject to the additional \$80 charge to reprocess the file.

### IN-HOUSE AD PRODUCTION:

Milwaukee Magazine offers onsite production services. All supplied artwork must be provided in digital hi-res (300dpi) format. Estimates furnished upon request. Changes to new and existing ads will be subject to production charges billed back to the customer. Production charges are in addition to space rate.

### Acceptable Proofs

We only accept SWOP (Specifications for Web Offset Publications) Certified proofs on publication grade stock. Note: Laser or Epson proofs are not acceptable. Milwaukee Magazine cannot guarantee color reproduction and will not be held liable for any variance

in the printing of an ad submitted without a SWOP certified proof.

### PROOF UPON REQUEST:

A SWOP Certified proof can be pulled upon request for a fee of \$50, plus delivery. Please contact your Milwaukee Magazine sales representative for further details.

### Digital-Ready Advertisements

#### DIGITAL-READY/AGENCY DISCOUNT:

Ads 1/3 page or larger provided digital-ready (electronic ads provided in accordance with mechanical requirements) and submitted through AdShuttle will receive a 15% discount off the gross space rate if affiliated with recognized agency of record, unless otherwise noted on the rate card. Ads produced or edited in-house are not eligible for digital-ready discount.