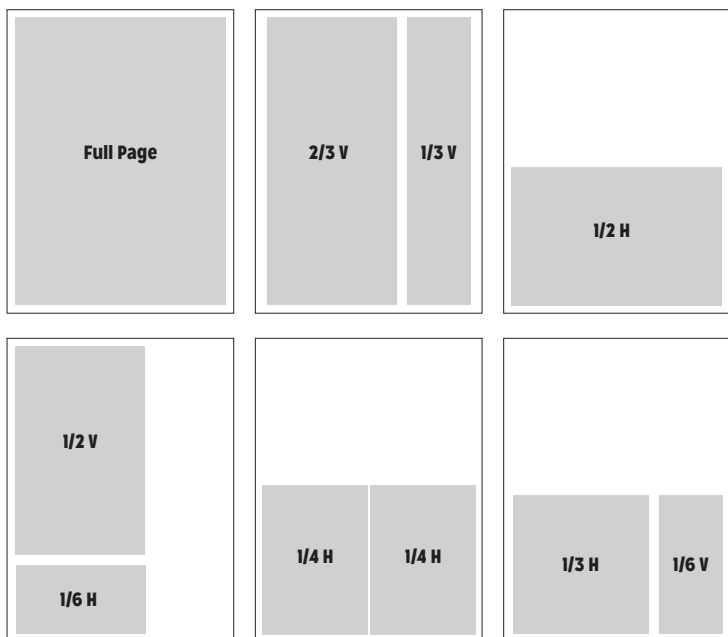


2017

PRINT AD OPPORTUNITIES



		WIDTH X HEIGHT
TWO-PAGE SPREAD (125 in. Bleed required)	Trim	16.25 in. x 10.875 in.
	Live	15.375 in. x 10 in.
FULL PAGE (125 in. Bleed required)	Trim	8.125 in. x 10.875 in.
	Live	7.25 in. x 10 in.
2/3 VERTICAL		4.625 in. x 10 in.
1/2 VERTICAL		4.625 in. x 7.375 in.
1/2 HORIZONTAL		7.25 in. x 4.875 in.
1/3 VERTICAL		2.25 in. x 10 in.
1/3 HORIZONTAL		4.625 in. x 4.875 in.
1/4 CO-OP		3.5 in. x 4.75 in.
1/6 VERTICAL		2.25 in. x 4.875 in.
1/6 HORIZONTAL		4.625 in. x 2.375 in.



QUESTIONS

about rates, special ad packages available or inclusions in our SAS sections?

CONTACT US TODAY!

MECHANICAL REQUIREMENTS

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%.

ADDITIONAL FEES

PMS: Customers may request PMS ink, metallic ink or fifth color at an additional charge.

AD ARCHIVING AND RETRIEVAL: We archive all electronic ads for 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.

PRINTING PROCESS

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

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

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.