

Supplying Artwork

ALL ADVERTISING should be provided in a digital format. The preferred format for black & white or four-color digital advertisement is hi-res Adobe Acrobat PDF file format (version 4.0 PDF 1.3 compatible). All fonts and images must be embedded. If possible, use the PDFX1a specification to prepare your file.

All images embedded in files must be a minimum of 300 ppi (pixels per inch) or 300 dpi (dots per inch). Color images must be CMYK. Files containing RGB or LAB images will not be accepted.

Color lasers or low quality ink jet prints

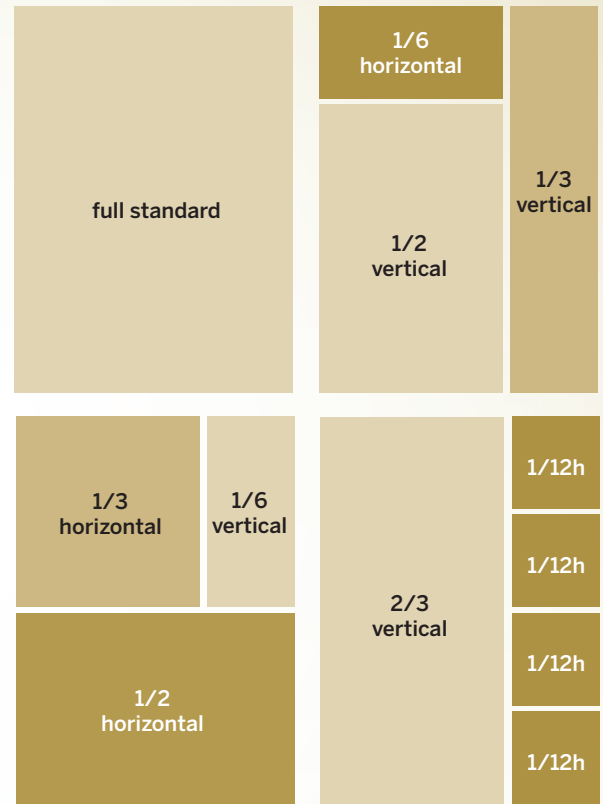
are not acceptable for color guidance. Advertisements supplied to Grand Rapids Magazine without an acceptable color proof will be printed to SWOP standards. The printer and/or publisher cannot be held liable for color complaints when files are submitted without an acceptable color proof.

Send digital files via email (production@geminipub.com), or ship a CDR or DVD to the address on the front of the rate card. Include the advertiser name, publication name (Grand Rapids Magazine), the date of publication, and the name of your sales representative in the body of your email or letter.

Ad sizes

	WIDTH		HEIGHT	
Two Page Bleed**	16 3/4	(16.75)	10 7/8	(10.875)
Full Page Standard	7 1/8	(7.125)	9 7/8	(9.875)
Full Page Bleed**	8 3/8	(8.375)	10 7/8"	(10.875)
2/3 Page	4 11/16	(4.6875)	9 7/8"	(9.875)
1/2 Page (Hor.)	7 1/8	(7.125)	4 7/8"	(4.875)
1/2 Page (Vert.)	4 11/16	(4.6875)	7 3/8"	(7.375)
1/3 Page (Hor.)	4 11/16	(4.6875)	4 7/8"	(4.875)
1/3 Page (Vert.)	2 1/4	(2.25)	9 7/8"	(9.875)
1/6 Page (Hor.)	4 11/16	(4.6875)	2 3/8"	(2.375)
1/6 Page (Vert.)	2 1/4	(2.25)	4 7/8"	(4.875)
1/12 Page (Hor.)	2 1/4	(2.25)	2 3/8"	(2.375)

**Add an additional 1/4" on each side for bleed allowance.
Page trim size is 8 3/8" wide x 10 7/8" high.
Two page spread gutter area: 1.332" wide



Special positions: Regular rates plus 15%, as available. No extra charge on bleed ads (Full Page units only). Gatefolds and inserts available. Call for prices.

Late charge: A late charge of \$75.00 will be assessed to the advertiser if print-ready materials are not provided on deadline.

Cancellations: Not accepted after the advertising space reservation deadline below. Advertising of last insertion will be run if copy isn't received by specified closing date.

Space & materials deadlines: The 15th of the month; two months prior to the issue of insertion. (e.g. May 15 for July issue)

Policies

Frequency discounts earned by contracting, in advance, for the desired frequency to be run during the contract year. Minimum rate holder for larger units — 1/6 page. Contracts must be completed within one year of first insertion.

Commission/discount of 15% to any Client/Recognized Agency that supplies a print-ready advertisement. Ads designed/produced by the publisher not subject to any commission/discount.

Payment terms for credit-approved Clients/Agencies are net 10 days from date of invoice. Credit terms are available upon approval from Publisher's credit department. A credit application must be completed and submitted one week prior to closing date. Client may submit an approved current and complete Dun & Bradstreet report (not just a rating). One-time advertisers are cash in advance. Cash discount of 5% for annual contracts of six or more insertions if paid in advance prior to first insertion deadline.

Production charges are in addition to space charges. Any alterations necessary to convert ads to either size, color or to meet printing specifications are subject to charges. Advertis-

ing submissions that require consultation services with the Gemini Publications Design & Production Department staff are subject to additional charges, which will be separately itemized on billing invoices. The current rate for consultation by phone, fax, email, or in person is \$90/hour.

Clients & agencies are held liable jointly and severally for all advertising charges. No credit will be extended for any advertising orders or space reservations that claim sequential liability.

Acceptance of all advertisers and copy is subject to approval by publisher. No space may be purchased for resale. Publisher is not liable for damages if, for any reason, he fails to publish an advertisement. All advertisements are accepted and published by Publisher upon representation that Client/Agency is authorized to publish entire contents and subject matter thereof. Advertising which simulates editorial content must include word Advertisement above and/ or below.

Borders around all advertisements, except bleed. Publisher not responsible for materials left unclaimed for more than one year from date of insertion. If copy is not furnished by the

closing date as contracted for, Publisher reserves the right to repeat last regular ad order and/or charge Client/Agency for minimum space required under the contract. Publisher will not be bound by conditions, printed or otherwise, on contracts, order blanks or instructions when such conditions conflict with its policies.

Short rate billed at the earned rate to Clients/Agencies who do not complete contract schedules. Credits earned during contract year applied to future billing for space. No cash rebates.

Service charges billed on all receivables over 30 days at the rate of 1% per month. Billing date — 25th of month preceding issue month (cover date). Billing date and service charge rate subject to change.

Advertising designed and produced by GRAND RAPIDS MAGAZINE and/or Gemini Publications is exclusively for use in its publications, and production charges cover only that use. Any other uses will result in applicable creative agency user fees.