

# MetaGuide Magazines

## Advertising Rates

**Fall Buyers MetaGuide**  
(Reservations, payment and AD materials due by 8/5/11)  
Full Color / Black & White

**Tucson MetaGuide**  
(Reservations, payment and AD materials due by 11/25/11)  
Full Color / Black & White

2-Page Spread:	\$3025 / \$1980	\$3175 / \$2070
2-Page Spread: (Early-Bird**)	\$2870 / \$1880	\$3020 / \$1970
2-Page Spread: (Frequency Rate*)	\$2720 / \$1780	\$2860 / \$1865
2-Page Spread: (Frequency & Early-Bird)	\$2585 / \$1695	\$2700 / \$1760
Full Page:	\$1740 / \$1155	\$1820 / \$1210
Full Page: (Early-Bird**)	\$1650 / \$1100	\$1730 / \$1150
Full Page: (Frequency Rate*)	\$1560 / \$1040	\$1640 / \$1090
Full Page: (Frequency & Early-Bird)	\$1485 / \$990	\$1550 / \$1030
2/3 Page:	\$1200 / \$880	\$1260 / \$920
2/3 Page: (Early-Bird**)	\$1140 / \$835	\$1200 / \$875
2/3 Page: (Frequency Rate*)	\$1080 / \$790	\$1140 / \$830
2/3 Page: (Frequency* & Early-Bird)	\$1025 / \$755	\$1070 / \$785
1/2 Page:	\$985 / \$660	\$1030 / \$690
1/2 Page: (Early-Bird**)	\$935 / \$625	\$980 / \$655
1/2 Page: (Frequency Rate*)	\$885 / \$595	\$930 / \$620
1/2 Page: (Frequency & Early-Bird)	\$840 / \$565	\$875 / \$590
1/3 Page:	\$770 / \$505	\$810 / \$530
1/3 Page: (Early-Bird**)	\$730 / \$480	\$770 / \$505
1/3 Page: (Frequency Rate*)	\$695 / \$455	\$730 / \$480
1/3 Page: (Frequency & Early-Bird)	\$660 / \$435	\$670 / \$450
1/4 Page:	\$650 / \$440	\$680 / \$460
1/4 Page: (Early-Bird**)	\$615 / \$420	\$650 / \$440
1/4 Page: (Frequency Rate*)	\$585 / \$395	\$615 / \$415
1/4 Page: (Frequency & Early-Bird)	\$550 / \$375	\$580 / \$390
1/6 Page:	\$385 / \$275	\$410 / \$290
1/6 Page: (Early-Bird**)	\$365 / \$260	\$390 / \$275
1/6 Page: (Frequency Rate*)	\$345 / \$245	\$370 / \$260
1/6 Page: (Frequency & Early-Bird)	\$330 / \$230	\$350 / \$245
1/12 Page:	\$270 / \$165	\$290 / \$175
1/12 Page: (Early-Bird**)	\$255 / \$155	\$275 / \$165
1/12 Page: (Frequency Rate*)	\$240 / \$150	\$260 / \$160
1/12 Page: (Frequency & Early-Bird)	\$230 / \$135	\$245 / \$150
Inside Front Cover:	\$2750	\$2875
Inside Back Cover:	\$2460	\$2570
1-Page Insert:	\$1760	\$1840
2-Page Insert:	\$2365	\$2475

\*Frequency Rate: Discount for advertising in both Magazines.

\*\*Early-Bird Rate: Applies to payments made no later than the following dates:  
Fall Buyers MetaGuide: 7/22/11 Tucson MetaGuide: 10/28/11

**NOTE:** For guaranteed placement of your full page AD in the first 10 pages of the Fall Buyers MetaGuide, add 20%; pages 11-20 add 10%  
For guaranteed placement of your full page AD in the first 20 pages of the Tucson MetaGuide, add 20%; pages 21-30 add 10%

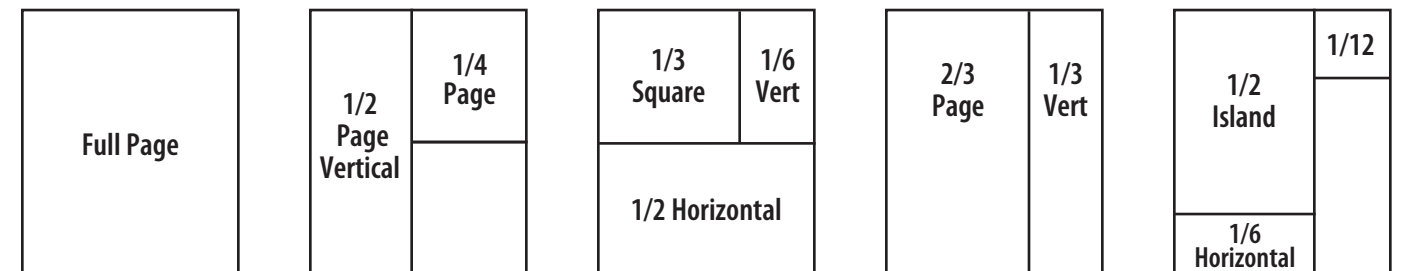
*We accept checks, money orders, Visa, MasterCard, and American Express*

# MetaGuide Magazines

## Advertising Specifications

Full page bleed*	8 3/8" wide by 11 1/8" tall
*Final trim size: 8 1/8" wide by 10 7/8"	
(Live area: 7 1/2" wide by 10" tall - keep text in live area)	
Full page - no bleed	7 1/2" wide by 10" tall
2/3 page	4 7/8" wide by 10" tall
1/2 page vertical	3 5/8" wide by 10" tall
1/2 page island	4 7/8" wide by 7 1/2" tall
1/2 page horizontal	7 1/2" wide by 4 7/8" tall
1/3 page vertical	2 3/8" wide by 10" tall
1/3 page square	4 7/8" wide by 4 7/8" tall
1/4 page	3 5/8" wide by 4 7/8" tall
1/6 page vertical	2 3/8" wide by 4 7/8" tall
1/6 page horizontal	4 7/8" wide by 2 3/8" tall
1/12 page	2 3/8" wide by 2 3/8" tall

Ads must fit in above dimensions. If we need to make changes to your ad for it to fit the correct specifications, there will be extra production charges. **Call for Insert Specifications.**



### Ad Requirements

#### Electronic File Specifications

Send files as PDF, TIFF or high resolution JPEG

**Resolution:** 300 ppi or higher **Color:** CMYK or Grayscale for Black and White ads

**Send files by email or on CD.** Label disk with your company name and ad size. Include a printed copy of ad. We cannot guarantee a color match unless you send an Imation Digital Matchprint, Kodak Matchprint or equivalent. Laser or inkjet proofs are not accurate for matching final printed color. We do not accept: True Type fonts, RGB colors, indexed color, spot color, lower resolution than 300 ppi, LZW compression.

Email: metaguide@earthlink.net

### Typesetting and Design

We can also design your ad if you do not already have one. Below are approximate costs for ad design (typesetting and layout). Changes to existing ads, scanning and complex ads that require extra design time are billed at \$75 per hour.

Ad Size	1/12	1/6	1/4	1/3	1/2	2/3	Full
Cost	\$30	\$60	\$75	\$85	\$100	\$130	\$180

### Photography

If you need us to photograph your product, call to discuss costs. Photography is approximately \$100 per shot. Allow at least two weeks before deadlines if we are photographing your products.

Send AD Materials & Payment to:  
**MetaGuide Magazines**  
PO Box 249  
East Montpelier, VT 05651 USA

The *Fall Buyers MetaGuide* reservations, payment and ad materials are **due by 8/5/11**. (Early-Bird payments are due 7/22/11)

The *Tucson MetaGuide* reservations, payment and ad materials are **due by 11/25/11**. (Early-Bird payments are due 10/28/11)

**Call us at 802-476-7677**