

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" tall	
(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

Send AD Materials & Payment to:

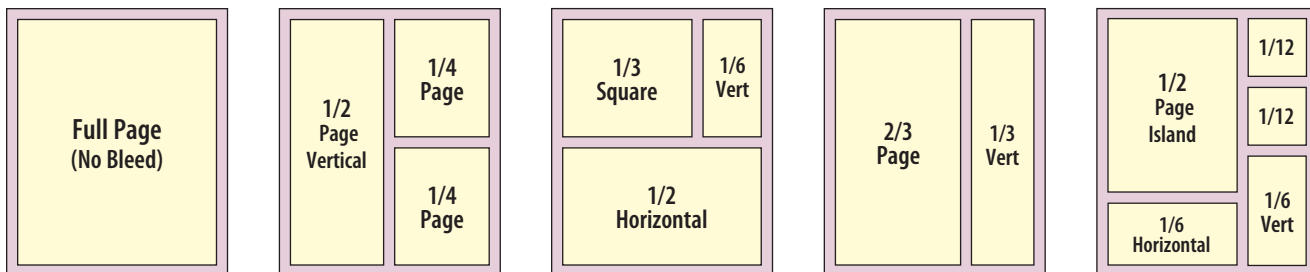
MetaGuide Magazines
PO Box 249
East Montpelier, VT 05651 USA

The **Fall Buyers MetaGuide**
 reservations, payment and
 ad materials are **due by August 1**
 (Early-Bird payments are due **July 25**)

The **Tucson MetaGuide**
 reservations, payment and ad
 materials are **due by November 21**
 (Early-Bird payments due **October 25**)

Call us at 802-476-7677

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 a PDF, TIFF or high resolution JPEG

NOTE: ALL Photoshop Files must be flattened - NO Layers

We do not accept: RGB colors, indexed color, spot colors or lower resolution than 300 ppi.

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

Send files by email to: metaguide@earthlink.net

NOTE: You can use www.HighTail.com or **Dropbox** for larger files.

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.

MetaGuide Magazines

Advertising Rates

Fall Buyers MetaGuide
(Reservations, payment and
AD materials due by August 1)

Tucson MetaGuide
(Reservations, payment and
AD materials due by Nov. 21)

2-Page Spread:	\$3650	\$3850
2-Page Spread: (Frequency Rate*)	\$3500	\$3700
Full Page:	\$1850	\$1975
Full Page: (Frequency Rate*)	\$1775	\$1900
2/3 Page:	\$1350	\$1410
2/3 Page: (Frequency Rate*)	\$1290	\$1350
1/2 Page:	\$1050	\$1100
1/2 Page: (Frequency Rate*)	\$1000	\$1050
1/3 Page:	\$820	\$860
1/3 Page: (Frequency Rate*)	\$780	\$820
1/4 Page:	\$690	\$720
1/4 Page: (Frequency Rate*)	\$650	\$680
1/6 Page:	\$420	\$455
1/6 Page: (Frequency Rate*)	\$390	\$425
1/12 Page:	\$300	\$320
1/12 Page: (Frequency Rate*)	\$280	\$300

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

NOTE: Frequency Discounts do not apply in combination with any other special discount offers, except Early Bird Discounts below.

Early Bird Discounts: Take a 2% Discount off the above prices when you pay for your ad in full by these dates:

Fall Buyers Guide: July 25

Tucson Metaguide: October 25

NOTE: Early Bird Discounts cannot be combined with any other special discount offers, except the above Frequency Rates.

For guaranteed placement of your full page AD in the first 20 pages of the **Fall Buyers MetaGuide**, add 20%; pages 21-40 add 10%

For guaranteed placement of your full page AD in the first 30 pages of the **Tucson MetaGuide**, add 20%; pages 31-50 add 10%

FREE ADS in our Online Edition! When you advertise in either or both of our printed magazines, your ad will also be included FREE in the Online Edition. Our flip-through online Metaguides are easy to read, and they offer another FREE BONUS: Click-Through Technology. When readers click on your ad, they will go directly to your company's website!

Our Online Metaguides are viewed by thousands of interested buyers all over the world, and they remain online all year long! Only advertisers in our printed editions can advertise in our online Metaguide Magazines, and your online Metaguide ad is always FREE!

We accept payment by check, money order, Visa, MasterCard, and American Express. To arrange for payment by wire transfer, request information from us by email: metaguide@earthlink.net

To reserve advertising space, contact Robert Simmons: infometaguide@earthlink

For information about AD production, deadlines, specifications, etc., contact Patrick Gaudreault: metaguide@earthlink.net