



Cancellations

Print cancellations cannot be accepted after the 1st of the month preceding issue date. If new ad material is not received by closing date, publisher reserves the right to bill for space ordered and repeat a previous ad of same size.

Short Rates and Rebates

Unearned rates will be short-rated and additional earned frequencies will be rebated on the final insertion in any 12-month period.

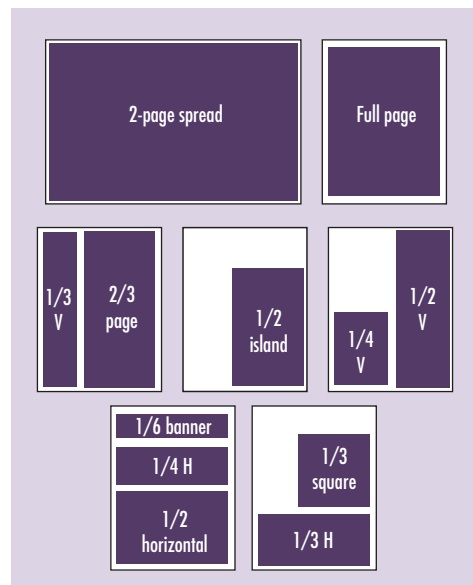
Ad Unit	2024 PRINT ADVERTISING RATES		
	All rates are gross and include 4-color		
	1X	6X	12X
Spread (2 facing pages)	\$11,240	\$10,469	\$9,700
Full page	\$7,617	\$6,997	\$6,436
NO BLEED ON FRACTIONAL ADS			
2/3 page	\$5,393	\$5,088	\$4,748
1/2 Page Island	\$5,036	\$4,755	\$4,476
1/2 Page Horizontal	\$4,616	\$4,336	\$4,195
1/2 Page Vertical			
1/3 Page Horizontal	\$3,216	\$3,047	\$2,935
1/3 Page Square			
1/3 Page Vertical			
1/4 Page Horizontal	\$2,375	\$2,235	\$2,095
1/4 Page Vertical			
1/6 Page Banner	\$2,080	\$1,940	\$1,799

Ad Unit	2024 CLASSIFIED AD RATES		
	Rates are net per insertion		
Column = 2 3/16" wide	1X	6X	12X
1" x 1 column	\$334	\$300	\$267
2" x 1 column	\$433	\$414	\$394
3" x 1 column	\$513	\$460	\$433
4" x 1 column	\$601	\$567	\$534
5" x 1 column	\$667	\$634	\$567
6" x 1 column	\$734	\$700	\$667

Ad Closing Dates for 2024

	Ad Sales
January	12/5/23
February	1/8/24
*Red Book	1/15/24
March	2/5/24
April	3/5/24
May	4/5/24
June	5/6/24
IWF Preshow Planner	5/10/24
July	6/5/24
IWF Show Dailies	6/26/24
August	7/8/24
September	8/5/24
October	9/6/24
November	10/7/24
December	11/5/24

*NEW issue date





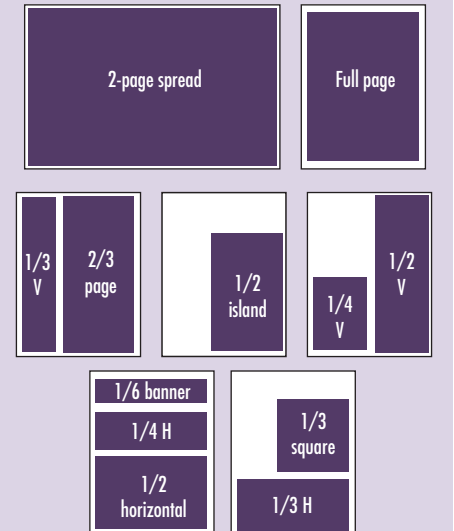
Ad Unit (showing bleed dimensions)	Standard Dimensions width x depth		Bleed Dimensions
	Inches	Millimeters	
Spread (2 facing pages)	16 x 10.75 (see dimensions for live area and trim)	388 x 254	Bleed = 16 x 10.75; Live area = 14.75 x 10
Full page	8.125 x 10.75 (see dimensions for live area and trim)	188 x 254	Bleed = 8.125 x 10.75 Live area = 7.375 x 10 Trim = 7.875 x 10.5
2/3 page	4.5 x 10	114 x 254	No bleed available on fractional ads.
1/2 Page Island	4.5 x 7.5	114 x 191	
1/2 Page Horizontal	7.375 x 4.625	188 x 117	
1/2 Page Vertical	3.375 x 10	85 x 254	
1/3 Page Horizontal	7.375 x 3.25	188 x 83	
1/3 Page Square	4.5 x 4.625	114 x 118	
1/3 Page Vertical	2.125 x 10	54 x 254	
1/4 Page Horizontal	7.375 x 2.625	188 x 60	
1/4 Page Vertical	3.375 x 4.625	85 x 118	
1/6 Page Banner	7.375 x 1.5	188 x 38	

Classified Ads (Column = 2 3/16" wide)		
1" x 1 column	2" x 1 column	3" x 1 column
4" x 1 column	5" x 1 column	6" x 1 column

Material Due Dates for 2024

	Materials
January	12/11/23
February	1/12/24
*Red Book	1/19/24
March	2/9/24
April	3/11/24
May	4/10/24
June	5/10/24
IWF Preshow Planner	5/17/24
July	6/10/24
IWF Show Dailies	6/28/24
August	7/11/24
September	8/9/24
October	9/10/24
November	10/11/24
December	11/11/24

*NEW issue date



Art Requirements

- Keep all live area material 0.25" (13mm) away from edges (page trim size 7.875" x 10.5" or 200mm x 267mm).
- All images MUST be at least 300 dpi.
- Convert files to process colors (CMYK). Pantone and spot colors will be converted and may cause a color shift.
- Print file modifications: If supplied digital files require additional work, charges over \$15 will be billed to the advertiser.
- Proofs are preferred, but MUST be supplied with all color critical ads. Progressive proofs, matchprints, Cromalins, etc. are acceptable. Identify "For Position Only" by clearly labeling.
- Please provide ad materials in one of the following

preferred file types: .PDF (PDF/x-1a or distilled with Press Quality job settings). We cannot accept files from the following programs: Microsoft Word, Microsoft Publisher or Power Point, Crude paint programs (Paint or MacPaint), Spreadsheet database (i.e. Excel).

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Acceptable Media

FTP, CD, email (8Mb limit) or cloud file sharing service (e.g., Dropbox, YouSendIt).

SEND AD FILES TO:

Email: ads@ccimedia.net

FTP: FTP software is required and can be obtained for free from FileZilla: <https://filezilla-project.org>

Host: 035f999.netsolhost.com

User: ads_ccimedia

Password: Admaterial2013

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