

DISPLAY ADVERTISING RATES

4-COLOR PROCESS RATES

	1-2X	3-5X	6-8X	9-11X	12X
Double Truck	\$3400	\$3050	\$2570	\$2400	\$2255
Back Outside Cover	2550	2250	1950	1800	1650
Front Inside Cover	2250	2000	1770	1645	1485
Back Inside Cover	2100	1880	1680	1560	1400
Full Page	1825	1590	1420	1320	1200
1/2 Page	1300	1135	1020	950	860
1/3 Page	900	800	700	670	590
1/6 Page	500	465	415	390	350

Guaranteed Placement:

Full page, 4-color ads at 15% premium per availability and Editor's approval.

BLACK & WHITE RATES

	1-2X	3-5X	6-8X	9-11X	12X
Full Page	\$1250	\$1100	\$950	\$875	\$800
1/2 Page	875	800	725	650	575
1/3 Page	595	500	440	400	375
1/6 Page	370	325	295	275	240

Spot Color Rates

Single Process Colors: Black & White Rate + 10% (Magenta, Cyan or Yellow)

Single Matched Color: Black & White Rate + 20% (Except Metallics)

Other Rate Information

No extra charge for bleeds. Frequency discounts noted above may be earned with any combination of different-sized insertions. **Covers are non-cancelable.**

PUBLICATION & CLOSING DATES

REFLECTIONS magazine is published monthly and is issued on the first day of each month. See chart below for advertising closing dates.

Issue	Space Reservation Close & Ad Material Requiring Production by Publisher	Camera-Ready Ad Material Due at Publisher
January 2012	11/29/11	12/6/11
February 2012	12/29/11	1/6/12
March 2012	1/30/12	2/6/12
April 2012	2/28/12	3/6/12
May 2012	3/29/12	4/6/12
June 2012	4/27/12	5/7/12
July 2012	5/30/12	6/5/12
August 2012	6/28/12	7/6/12
September 2012	7/30/12	8/6/12
October 2012	8/30/12	9/5/12
November 2012	9/27/12	10/5/12
December 2012	10/30/12	11/6/12
January 2013	11/29/12	12/7/12
February 2013	12/27/12	1/7/13

PRINTING PROCESS

REFLECTIONS is printed using four-color CMYK process colors only. The publication is saddle-stitched with trim size of 8 1/4" x 10 1/4".

Please keep live matter 1/4 inch from trim. There are three columns per page, with a column size of 2 1/4" x 10".

AD SIZES

SIZE (in inches)	WIDTH	x	DEPTH
Full Page Bleed	8 3/4	x	11 1/4
Full Page Non-Bleed	7	x	10
Double Truck	17	x	11 1/4
1/2 Page Vertical	4 1/2	x	7 1/2
1/2 Page Horizontal	7	x	5
1/2 Page Bleed	8 3/4	x	6 1/4
1/3 Page Square	4 1/2	x	5
1/3 Page Vertical	2 1/8	x	10
1/6 Page Horizontal	4 1/2	x	2 3/8
1/6 Page Vertical	2 1/8	x	5

Holiday Gift Guide Ads

SIZE (in inches)	WIDTH	x	DEPTH
1/2 Page Horizontal	7 1/4	x	4 3/8
1/2 Page Vertical	3 1/2	x	8 3/4
1/4 Page	3 1/2	x	4 1/4

We offer 3-4 gift guides per year. Call for pricing and availability.

SPECIFICATIONS

Digital art is required. **A production fee will be charged to bring ad up to publication standards.**

DIGITAL REQUIREMENTS

Acceptable Platforms & Software: Files may be produced on Mac or PC platforms using QuarkXPress™ or Adobe: Photoshop™, Illustrator™, InDesign™ or Acrobat.

Submitting Artwork: CD, DVD or FTP Upload (preferred—ftp://vernonpublications.com User: Ads | Password: 1234).

Fonts: Include both screen & print versions of all fonts; include a complete list of all fonts used to create your document. Postscript Type 1 or Open fonts are preferred.

Photos/Graphics: Include all graphics used in document. Photos must be high resolution (300 dpi) CMYK or grayscale TIFFs or EPSs. Black & white bitmapped line art must be 1200 dpi. Size and crop graphic files in original applications before placing in layout document. Images should not be scaled more than 115 percent to maintain image quality. Please do not submit JPEG or GIF files.

PDF Artwork: PDF must be "press" optimized with fonts embedded. Bleeds must be called out and crop marks offset 1/4 inch. Graphics must be 300 dpi and bitmapped items must be 1200 dpi.

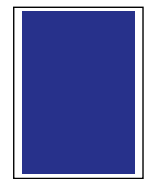
Laser Proofs: Please provide a hard-copy laser proof in 100 percent size.

SERVICE NETWORK

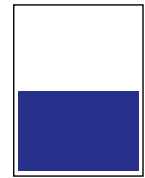
If you prefer a business card-size ad, we suggest the Service Network. The minimum contract is six months and runs January-June or July-December. The cost is \$105 per month or a flat \$550 if you pay up-front. If you would rather run your ad for a full year, the cost is \$1000 with payment due up-front. All service network ads are black & white with a common spot color added to one line of text or a logo. Service Network ads measure 3 1/2 inches wide and 1 1/4 inches tall.



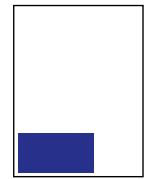
Full page trim plus 1/4" bleed



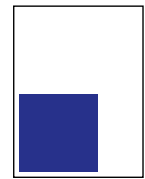
Full page no bleed



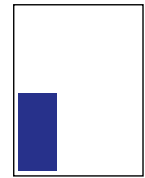
1/2 page horizontal



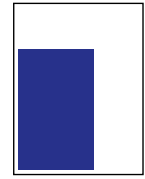
1/6 page horizontal



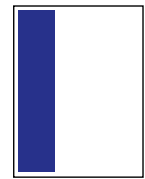
1/3 page square



1/6 page vertical



1/2 page vertical



1/3 page vertical