

Museums & Galleries Atlanta

2007-08 Advertising Rates (all rates are for four color ads)

Run of Book	<u>1X</u>	<u>3X</u>	<u>6X</u>	Premiums	<u>3X</u>	<u>6X</u>
Full	995	910	850	Cover 2(IFC)	1200	1015
1/2	690	620	540	Cover 3(IBC)	955	875
				Cover 4(BC)	1350	1100

Pre-payment discount: 10%

Advertising Deadlines

<u>Issue</u>	<u>Ad Space Res.</u>	<u>Ad Material</u>
Jan/Feb	12/1/07	12/8/07
Mar/Apr	2/2/08	2/9/08
May/June	3/31/08	4/7/08
Jul/Aug	6/1/08	6/8/08
Sep/Oct	8/2/08	8/9/08
Nov/Dec	9/29/08	10/11/08

Advertising Dimensions

Full Page Bleed	5 5/8 X 8 5/8"
Full Page Live	4 7/8 X 7 7/8"
1/2 Page Vertical	2 1/8 X 7 7/8"
1/2 Page Horizontal	4 7/8 X 3 7/8"

Advertising Material

Hi-res pdf files are preferred. Digital files are acceptable using Quark Express 3.32 or higher. Picture files processed to size at 300 dpi resolution or higher in tiff or eps format. Submit a proof from the final version of your Quark file at 100 percent enlargement. Black and white lasers are acceptable, however, it is helpful to have color proofs for color ads.

Shipping Instructions

Send all advertising material to:

New World Communications
2305 Macy Dr.
Roswell, GA 30076
Phone: 770-992-7808
e-mail: publisher@nwpublications.com