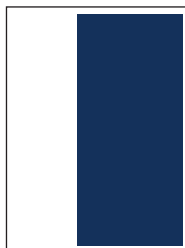




**double truck spread**  
16.25" x 10.875"  
bleed:16.5" x 11.125"



**Full Page**  
8.125" x 10.875"  
bleed:8.25" x 11.125"



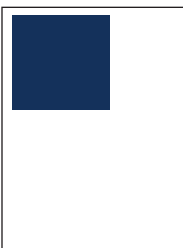
**2/3 page**  
4.625" x 9.625"  
bleed: 5.25 x 11.125"



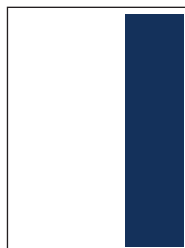
**1/2 page vertical**  
4.625" x 7.125"  
bleed:5.25" x



**1/2 page horizontal**  
7.125" x 4.625"  
bleed:8.25" x 5.25"



**1/3 page square**  
4.625" x 4.625"



**1/3 page vertical**  
2.25" x 9.625"  
bleed:2.875" x 11.125"

**full bleed ads:**  
Essential matter must lie within 1/4" from outer edges and 1/2" from inside gutter

## 2010 National Rates

	1x	3x	6x	12x
1	5394	5096	4713	4346
2/3	4309	4069	3766	3468
1/2	3665	3468	3207	2947
1/3	2936	2782	2569	2367

### COVERS

Please inquire about our cover rates

Please request insert and gatefold pricing

### Commissions and Discounts

15% commission of gross billings for space to recognized agencies. No commission on production charges. Bills 60 days past due are not commissionable.

### Contract Regulations:

New Aspen Magazine advertisers are required to prepay for their first insertion. Full payment is due with ad materials. Subsequent insertions will be billed upon publication.

Advertisements produced by Aspen Magazine remain the property of Aspen Magazine and may not be reproduced by any other publication without the express permission of and payment to Aspen Magazine.

### Contract Year

Advertising must be inserted within one year of first insertion to earn a frequency discount. An advertiser who does not complete a committed schedule will be subject to a short rate. Credits earned by increasing frequency during a contract

### Blue Line Charges:

\$100 per day is charged to advertisers if artwork is not received by drop-dead date.

## Production Specifications

### Mechanical Requirements

- A. Platform: Mac ONLY
- B. Media: CD-ROM
- C. Applications: An industry standard PDF/x-1a, or a flattened .tiff file are the most preferred file types. All full-page ads must be sized to 8 1/4 x 11 1/8.
- D. Fonts: All fonts must be Adobe Type 1 Postscript fonts and included with your ad.
- E. Hi-res: Hi-resolution images must be 300dpi, and must be converted to CMYK not RGB.
- F. 5th colors: Must be arranged in advance with sales representative.
- G. Proofing: One contract proof, Kodak approval or Imation matchprint must accompany the file, Aspen Magazine cannot guarantee correct color match to other proof brands and/or inkjet/laser outputs. Please provide a contract color proof with your ad, Kodak approval, or Imation matchprint. We can provide a contract proof at our cost of \$45.00
- H. Please be sure that all files, Hi-res images, fonts, EPS images etc. are included on disk.
- I. Inserts: A mock sample must be sent to the Aspen Magazine production department at the below address for bindery approval, prior to the insert being printed. Shipping instructions for pre-prints available on request.
- J. Alignment: Perfect alignment of type or design across the gutter of two facing pages cannot be guaranteed.
- K. Keep live matter 1/4 inch from trim on all four sides.

### Specifications

Binding Method Perfect Bound  
Full-Page Ads Must be sized to 8 1/4 x 11 1/8  
Trim Size 8 1/8 x 10 7/8 (which includes grind-off)  
Grind-Off 1/8 inch  
Bleed: please build ad to size, then pull 1/8 inch consistent bleed  
Printing Web offset, SWOP standards apply  
Screen Ruling Our magazines print at 150 lines/inch

### Scans:

all 4 color scans	
8 x 10 (or smaller)	95
10 x 12	110
11x14	170

### Uploading files to Aspen Magazine's FTP site

The preferred method of sending electronic data to us, is through our FTP site. Please clearly label your files with advertiser name, and issue you are submitting for. (ex. ADVERTISER\_FALL09.pdf). Please DO NOT name your file with designer/firm/agency names. Place all ads in the ADVERTISING FOLDER.

**FTP: files145.cyberlynk.net**  
**username: advertising**  
**Password: ads2010**

### Ship Ad materials

720 E. Durant Ave. Ste E8  
Aspen, CO 81611  
Attn: advertising

### Contact information:

Please contact our production department with any mechanical requirement questions.

production@aspenmagazine.com  
970.920.4040 x23