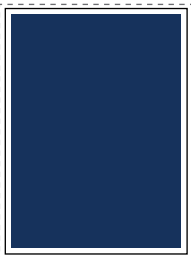


2011 National Rates

	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

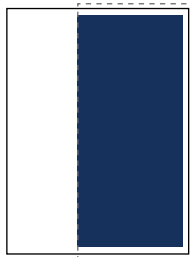
Two Page Spread

Trim	16.25" x 10.875"
Bleed	16.5" x 11.125"
Live	15.25" x 10.375"



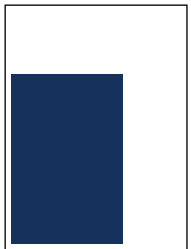
Full Page

Trim	8.125" x 10.875"
Bleed	8.375" x 11.125"
Live	7.625" x 10.375"



2/3 page

Trim	4.955" x 10.875"
Bleed	5.25" x 11.125"
Live	4.85" x 10.375"



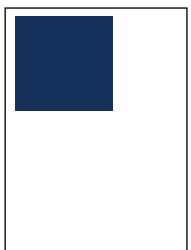
1/2 page vertical

Live	4.85" x 7.625"
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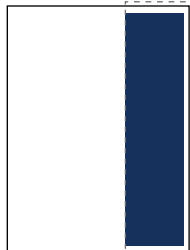
1/2 page horizontal

Trim	8.125" x 5.45"
Bleed	8.375" x 5.575"
Live	7.625" x 4.85"



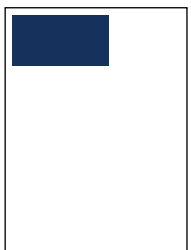
1/3 page square

Live	4.85" x 4.85"
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1/3 page vertical

Trim	2.6" x 10.875"
Bleed	2.75" x 11.125"
Live	2.35" x 10.375"



1/6 page horizontal

Live	2.55" x 4.85"
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COVERS

Please inquire about our cover rates.

Insert and gatefold pricing upon request.

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

Have your ad designer review the following guidelines prior to sending your ad, in order to avoid additional production charges. Any materials submitted should be clearly labeled with your company's name.

FILE FORMATS

ASPEN MAGAZINE PREFERS ADS TO BE SUBMITTED AS FINAL HIGH-RES CMYK PDFS. All PDF files must meet PDF/X-1A standards at 300 dpi, and should be generated with all printers marks, allowing for 1/8 inch bleed on all sides. Link all high-resolution images and fonts in the native application file before creating the PDF. All files must be CMYK, we will not accept RGB.

Perfect alignment of type or design across the gutter of two facing pages cannot be guaranteed.

***NOTE 5th colors must be arranged in advance with a sales representative.**

FONTS

All fonts must be Adobe Type 1 Postscript fonts and must be fully embedded (no subsets) in the PDF document.

IMAGE RESOLUTION & FORMATS

High-res images (including logos) must be a minimum of 300 DPI AT FINAL SIZE. Do not resample a file larger than its original size.

Images must be saved as a TIFF or EPS format in CMYK. If an image needs to be converted to CMYK, Aspen Magazine will not be responsible for color reproduction, or for blue-line charges.

COLOR SPECIFICATIONS

When choosing colors, use only Process Colors chosen from samples for coated stocks. Specifying Pantone colors in your applications can produce inaccurate results. **DO NOT USE SPOT COLORS.**

SUPPLY PROOF

Our printer requires SWOP CERTIFIED proofs to ensure color matching. If a SWOP CERTIFIED proof is not provided, Aspen Magazine will output one for a charge of \$75 PER PAGE. Clients also have the opportunity to waive their right to a SWOP CERTIFIED proof, but Aspen Magazine will not be responsible for unsatisfactory color representation.

***NOTE Non-SWOP certified proofs are not necessarily accurate as they are made from different calibrations, inks and papers.**

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.

FTP

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_FALL10.pdf). Please DO NOT name your file with designer/firm/agency names. Place all ads in the ISSUE FOLDER.

ftp://files145.cyberlynk.net
username: advertising
password: ads 2011

SCANS

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

SHIPPING AD MATERIALS

720 E. Durant Ave. Suite E8
 Aspen, CO 81611
 Attn: Advertising

CONTACT INFORMATION

Please contact our production department with any mechanical requirement questions.

jenn@aspenmagazine.com
 970.920.4040 x23