

B E L L E V U E C L U B
REFLECTIONS
 ADVERTISING RATE CARD

ADVERTISING REPRESENTATIVES

P.O. Box 492, Medina, WA 98039
 www.bcreflections.com

Sue Nienaber
 425.455.9881
 sue@

Eric Nienaber
 425.445.6800
 eric@

nienaberadvertising.com nienaberadvertising.com

2010

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	2350	2025	1825	1670	1550
Front Inside Cover	2085	1880	1670	1550	1400
Back Inside Cover	1980	1775	1585	1470	1320
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 2010	11/27/09	12/4/09
February 2010	12/29/09	1/6/10
March 2010	1/28/10	2/5/10
April 2010	2/25/10	3/5/10
May 2010	3/30/10	4/6/10
June 2010	4/29/10	5/6/10
July 2010	5/28/10	6/7/10
August 2010	6/29/10	7/6/10
September 2010	7/29/10	8/5/10
October 2010	8/30/10	9/6/10
November 2010	9/29/10	10/5/10
December 2010	10/28/10	11/5/10
January 2011	11/29/10	12/6/10
February 2011	12/29/10	1/6/11

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 3/4 inches. 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 inches.

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 1/2	x	10
1/6 Page Horizontal	4 1/2	x	2 3/4
1/6 Page Vertical	2 1/2	x	5

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 Macintosh or PC platforms using QuarkXPress™, Freehand™, or Adobe: Photoshop™, Illustrator™, InDesign™ or Acrobat.

Acceptable Media: CD or DVD-R.

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.

PDF Artwork: PDF must be "press" optimized with fonts embedded. Bleeds must be called out .25 inch. Graphics must be 300 dpi and bitmapped items 1200 dpi. If using crop marks, offset must be a minimum of 18 points.

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

SERVICE NETWORK

If you prefer a business card-size ad, the Service Network is your perfect choice. Choose a six-month contract, which runs January-June or July-December. The cost is \$105 per month or a flat \$550 with payment due in January or July. If you would rather run your ad for a full year, the cost is \$1,000 with payment due in January.

