

REFLECTIONS

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	2275	1950	1775	1620	1525
Front Inside Cover	2025	1825	1620	1510	1375
Back Inside Cover	1920	1725	1540	1430	1295
Full Page	1780	1590	1420	1320	1200
1/2 Page	1265	1135	1020	950	860
1/3 Page	875	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 2008	11/28/07	12/6/07
February 2008	12/27/07	1/4/08
March 2008	1/29/08	2/5/08
April 2008	2/28/08	3/5/08
May 2008	3/28/08	4/4/08
June 2008	4/28/08	5/5/08
July 2008	5/29/08	6/5/08
August 2008	6/27/08	7/3/08
September 2008	7/29/08	8/5/08
October 2008	8/27/08	9/5/08
November 2008	9/29/08	10/3/08
December 2008	10/29/08	11/5/08
January 2009	11/25/08	12/5/08
February 2009	12/29/08	1/5/09

PRINTING PROCESS

REFLECTIONS is printed using four-color CMYK process colors only. The publication is saddle-stitched with trim size of 8 $\frac{1}{4}$ x 10 $\frac{3}{4}$ inches. Please keep live matter $\frac{1}{4}$ inch from trim. There are three columns per page, with a column size of 2 $\frac{1}{4}$ x 10 inches.

AD SIZES

Size (in inches)	Width	x	Depth
Full Page Bleed	8 $\frac{3}{4}$	x	11 $\frac{1}{4}$
Full Page Non-Bleed	7	x	10
Double Truck	17	x	11 $\frac{1}{4}$
1/2 Page Vertical	4 $\frac{1}{2}$	x	7 $\frac{1}{2}$
1/2 Page Horizontal	7	x	5
1/2 Page Bleed	8 $\frac{3}{4}$	x	6 $\frac{1}{4}$
1/3 Page Square	4 $\frac{1}{2}$	x	5
1/3 Page Vertical	2 $\frac{1}{2}$	x	10
1/6 Page Horizontal	4 $\frac{1}{2}$	x	2 $\frac{3}{4}$
1/6 Page Vertical	2 $\frac{1}{2}$	x	5

SPECIFICATIONS

Art

Digital art 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.

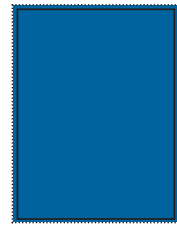
Laser Proofs: Please provide a hard-copy laser proof in 100 percent size.

ADVERTISING REPRESENTATIVES

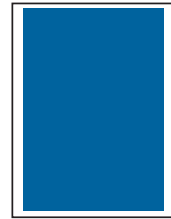
7829 Northeast 14th Street, Medina, WA 98039
www.bcreflections.com
fax 425.646.8714

Sue Nienaber 425.455.9881 sue@nienaberadvertising.com
Eric Nienaber 425.445.6800 eric@nienaberadvertising.com

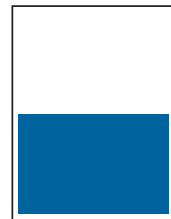
Michelle Meeks
425.891.2653
michelle@nienaberadvertising.com



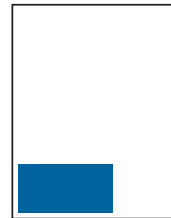
Full page trim plus 1/4" bleed



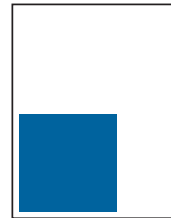
Full page no bleed



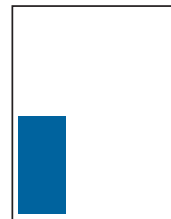
1/2 page horizontal



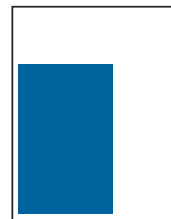
1/6 page horizontal



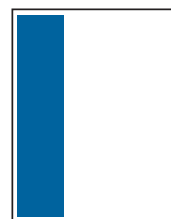
1/3 page square



1/6 page vertical



1/2 page vertical



1/3 page vertical