Downhome

2017 rate card*

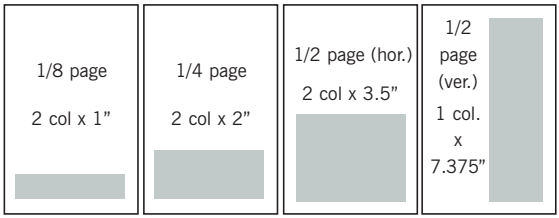
full colour display

Size	1x	3x	6x	12x	24x
DPS	$3359	$3259	$3159	$3059	$2859
1 page	2149	2049	1949	1849	1649
1/2 page	1349	1299	1249	1149	1049
1/4 page	725	695	675	650	595
1/8 page	360	350	340	330	310

covers

IFC	2850	2750	2650	2450	2350
IBC	2650	2550	2450	2250	2150
OBC	3050	2950	2850	2650	2550
Gate Fold	4550	4450	4350	4250	4050

relative ad sizes



contract and copy regulations

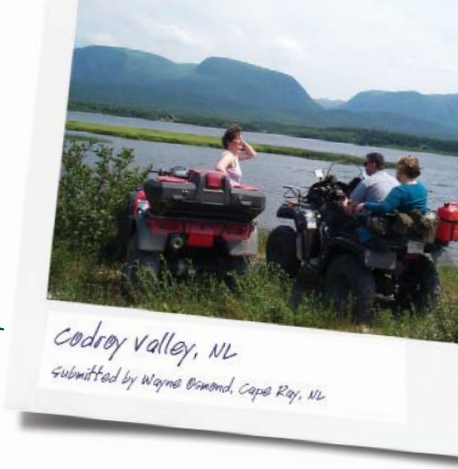
- If first insertion on contract is not used within two months from date of contract and if in the meantime a new rate schedule has been published, new rates will apply.
- All advertising copy subject to the approval of the Publisher.
- Advertiser and advertising agency assume liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any claims arising against the Publisher.

*All rates are net

Life is better

Downhome

mechanical requirements



	Inches		Picas	
Unit	**Wide**	**Deep**	**Wide**	**Deep**
1 page (image area)	**4.437**	**7.375**	**26p7**	**44p3**
1/2 page (ver.)	**2.125**	**7.375**	**12p9**	**44p3**
1/2 page (hor.)	**4.437**	**3.5**	**26p7**	**21p**
1/4 page	**4.437**	**2**	**26p7**	**12p**
1/8 page	**4.437**	**1**	**26p7**	**6p**

Full Page Image Area: 4.437” wide x 7.375” deep

Full Page Trim Size: 5.250” wide x 8.375” deep

Full Page Bleed Size: 5.5” wide x 8.625” deep

Double Page Trim Size: 10.5” wide x 8.375” deep

* Note there is a 1” wide gutter in centre of Double Page Spread

Double Page Image Size: 9.5” wide x 7.375” deep*

Double Page Bleed Size: 10.75” wide x 8.625” deep

Binding: Perfect Bound

Printing: Web Heatset

Halftone Line: 150

electronic files

- EPS (all text converted to paths), PDF (composite, optimized for press) or TIFF files. Resolution: 300 dpi. CMYK images only.
- QuarkXPress – include images and fonts. Convert text to outlines in applications such as Adobe Illustrator or CorelDraw.
- MS Word files are acceptable for text only. Graphics must accompany file separately.
- Publisher not responsible for reproduction of supplied advertisements.

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