



2008 DISPLAY AD RATES

PH: 818-995-0101 FX: 818-995-9235 www.musicconnection.com
 Corporate Offices: 14654 Victory Blvd, Van Nuys, CA 91411

Advertising Rate Card #22

Effective: Jan 1, 2008

SMALLER ADS

BLACK & WHITE

75.00 Per Column Inch

SINGLE COLUMN		1-3/4" WIDTH		
	1x 1-5 Issues	6x 6-11 Issues 5% Discount	12x 12-24 Issues 10% Discount	25x 25 Issues 15% Discount
1 Inch	N/A	71.25	67.50	63.75
1-1/2 Inches	112.50	106.88	101.25	95.63
2 Inches	150.00	142.50	135.00	127.50
3 Inches	225.00	213.75	202.50	191.25
4 Inches	300.00	285.00	270.00	255.00

DOUBLE COLUMN		3-5/8" WIDTH		
	1x 1-5 Issues	6x 6-11 Issues 5% Discount	12x 12-24 Issues 10% Discount	25x 25 Issues 15% Discount
1 Inch	150.00	142.50	135.00	127.50
1-1/2 Inches	225.00	213.75	202.50	191.25
2 Inches	300.00	285.00	270.00	255.00



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LARGER ADS

BLACK & WHITE

	1x 1-5 Issues	6x 6-11 Issues 5% Discount	12x 12-24 Issues 10% Discount	25x 25 Issues 15% Discount
Full Page	1820.00	1729.00	1638.00	1547.00
1/2 Page	995.00	945.25	895.50	845.75
1/3 Page	730.00	693.50	657.00	620.50
1/4 Page	575.00	546.25	517.50	488.75
1/6 Page	410.00	389.50	369.00	348.50
1/8 Page	325.00	308.75	292.50	276.25

2 COLOR (Based On Black Plus One Color)

	1x 1-5 Issues	6x 6-11 Issues 5% Discount	12x 12-24 Issues 10% Discount	25x 25 Issues 15% Discount
Full Page	2100.00	1995.00	1890.00	1785.00
1/2 Page	1250.00	1187.50	1125.00	1062.50
1/3 Page	975.00	926.25	877.50	828.75
1/4 Page	790.00	750.50	711.00	671.50
1/6 Page	595.00	565.25	535.50	505.75
1/8 Page	425.00	403.75	382.50	361.25

4 COLOR

	1x 1-5 Issues	6x 6-11 Issues 5% Discount	12x 12-24 Issues 10% Discount	25x 25 Issues 15% Discount
Full Page	2580.00	2451.00	2322.00	2193.00
1/2 Page	1525.00	1448.75	1372.50	1296.25
1/3 Page	1250.00	1187.50	1125.00	1062.50
1/4 Page	950.00	902.50	855.00	807.50
1/6 Page	750.00	712.50	675.00	637.50
1/8 Page	495.00	470.25	445.50	420.75



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POSITION

Inside Front Cover	Add 15%
Inside Back Cover	Add 10%
Back Cover	Add 20%
Guaranteed Position	Add 15%

SPECIFICATIONS

Full Page Vertical 7.375" x 10.125" Horizontal 10.125" x 7.375"

ATTENTION FULL BLEED ADS!!!! If you purchase a Full Page Ad and would like for it to bleed (float off the page), please be sure that your Ad (full page image) is designed to allow a .375 inch buffer space on all sides of the ad for cutting or that the text in your image is at least .375 inches away from the edge of the page.

1/2 Page Island	Vert. 4.875" x 7.375"	Horiz. NA
1/2 Page	Vert. 3.625" x 10.125"	Horiz. 7.375" x 4.875"
1/3 Page	Vert. 2.375" x 10.125"	Square 4.875" x 4.875"
1/4 Page	Vert. 3.625" x 4.875"	Horiz. 7.375" x 2.375"
1/6 Page	Vert. 2.375" x 4.875"	Square 3.625" x 3.25"
1/8 Page	Vert. 1.75" x 4.875"	Horiz. 3.625" x 2.375"

Printing: Web Offset	Stock: 70 lb. - 40 lb. Glossy Coated
Binding: Saddle-Stitched	Trim Size: 8-3/8" x 11"
Line Screen: 150/133	

Please Allow Extra 1/8" on Both Sides for Bleed Ads

Computer files are acceptable as Camera-Ready.
Ask your ad rep for specifications.



ART SPECIFICATIONS FILE & IMAGE SUBMISSION REQUIREMENTS

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MACINTOSH USERS

We accept ONLY:

- **Quark** 6.5 (or lower) with all fonts and images included.
- **Photoshop** CS 2 (or lower) 300 dpi. Convert files to CMYK layers flattened.
- **Illustrator** CS 2 (or lower) 300 dpi. Convert files to CMYK create text to outlines.
- **MS Word** 2004 (or lower). Use for text ads only.
No Graphics! (Primarily used for layout reference)

File Formats Accepted: .tif, .jpg, .gif, .eps, .pdf (ver 4.0)

OTHER PLATFORMS

We accept ONLY:

- **Photoshop** CS 2 (or lower) 300 dpi. Convert files to CMYK layers flattened.
- **Illustrator** CS 2 (or lower) 300 dpi. Convert files to CMYK create text to outlines.
- **MS Word** 2004. Use for text ads only.
No Graphics! (Primarily used for layout reference)

File Formats Accepted: .tif, .jpg, .gif, .eps, .pdf (ver 4.0)

WEB GRAPHICS

We do not accept web graphics for print ads.

PHOTOS, PRINTOUTS

You may submit B&W or Color:

- **Photos** 8x10; 5x7; 4x6.
- **Halftones** 300 DPI or higher.
- **Slides**
- **Transparencies**
- **Printouts** Used for text or layout reference only - they cannot be considered for original art.
- **Photocopies** used for text or layout reference only - they cannot be considered for original art.

Important:

- Do NOT use compression software on your files!
- FTP large files to us. Ask your Ad Rep for details.
- If E-Mailing, attachments must be less than 5MB per E-Mail.
- Do NOT submit original or irreplaceable materials. *Music Connection* cannot assume responsibility for lost originals.