

PRINT RATES & SPECS

Print Rates

	1X	3X	6X	12X	18X
2-Page Spread	\$16,423	\$15,403	\$14,364	\$12,720	\$11,185
Full Page	\$8,865	\$8,360	\$7,843	\$7,028	\$6,237
2/3 Page	\$7,655	\$7,156	\$6,651	\$5,974	\$5,243
1/2 Page Island	\$6,272	\$5,692	\$5,586	\$4,980	\$4,374
1/2 Page	\$5,904	\$5,515	\$5,257	\$4,647	\$4,086
1/3 Page	\$4,536	\$4,283	\$4,009	\$3,689	\$3,273
1/4 Page	\$3,897	\$3,725	\$3,544	\$3,253	\$2,903
1/6 Page	\$3,281	\$3,147	\$3,038	\$2,731	\$2,460

CLASSIFIED RATES	1X	3X	6X
Adlets (2.208" x 2.5")	\$580	\$483	\$436

SPECIAL POSITIONS

Front Cover: N/A
 Inside Front Cover: 20%
 Inside Back Cover: 20%
 Outside back Cover: 25%

BUSINESS REPLY CARDS

Space Reservations \$1,840
 Tip in Charge \$853

Other than positions quotes, 15% extra for any preferred or specific position. *No charge for bleed. To earn frequency rates, all ads must run within 365 days. Agency commission: 15% on all quoted rates. Invoice must be paid within 30 days to earn 15% agency discount. All preferred positions sold only on a no cancellation basis.

Best Value: Get the most exposure by purchasing a print/online combination package. Discounted rates available for bundled purchases.

Ad Specifications

2 PAGE SPREAD
 15 1/8" x 10"
 SPREAD BLEED SIZE:
 16 1/2" x 11 1/8"
 SPREAD TRIM SIZE:
 16 1/4" x 10 7/8"

FULL PAGE
 7" x 10"
 BLEED SIZE:
 8 3/8" x 11 1/8"
 TRIM SIZE:
 8 1/8" x 10 7/8"

2/3 PAGE
 4 1/2" x 10"

1/2 PAGE HORIZONTAL
 7" x 4 7/8"

1/2 PAGE ISLAND
 4 1/2" x 7 3/8"

1/2 PAGE VERTICAL
 3 3/8" x 10"

1/3 PAGE VERTICAL
 2 1/8" x 10"

1/3 PAGE SQUARE
 4 1/2" x 4 7/8"

1/4 PAGE
 3 3/8" x 4 7/8"

1/6 PAGE
 2 1/8" x 4 7/8"

ADLET
 2 1/8" x 2 1/2"

Bleed specifications are listed for 2-page spreads and full-page advertisements. Fractional advertisement bleed specifications are available upon request.



MATERIALS SPECIFICATIONS:

AD MATERIALS:

Ad files must be submitted in a press-ready PDF format. All color files must be CMYK. Minimum resolutions 300 dpi (150 lpi). Files may be submitted by one of the following three options:

1. Email: lisa@ospmag.com
2. CD: mail to Lisa Weimer, Graphic Production Manager, OSP magazine, 1320 Tower Road, Schaumburg, IL 60173, Tel: 773.754.3253
3. Upload to FTP site:
 Host name – ftp.pracom.com
 User ID – leave blank
 Password – leave blank
 Directory – /incoming/

PROOF REQUIREMENTS:

Please supply one (1) laser proof with your document at 100% generated from the digital file and either one (1) press proof or one (1) valid color proof such as Iris, Rainbow, or Pictro. Color will not be guaranteed without a valid color proof. PDF files do not qualify as adequate proofs. Laser proofs do not qualify as accurate color proofs. All CDs must be labeled and include company name, phone number, and magazine issue date.

PAPER AND OFFSET SPECIFICATIONS:

Text weight: 45-lb. Coated.
 SWOP standards apply.