



THE GILMORE

Revised 9/21/07

2008 Program Advertising Rate Sheet

Premium Full Page Four-Color Positions

Inside Front Cover	\$4,060
Inside Back Cover	\$3,740
Outside Back Cover	\$4,490

Standard Four-Color Advertisements

Full Page (7.25" wide x 10" tall)	\$2,990
Two-Thirds Page (4.75" wide x 10" tall)	\$2,350
One-Half Page (7.25" wide x 4.875" tall)	\$1,815
One-Third Page Vertical (2.25" wide x 10" tall)	\$1,065
One-Third Page Horizontal (4.75" wide x 4.875" tall)	\$1,065
One-Sixth page (2.25" wide x 4.875" tall)	\$640

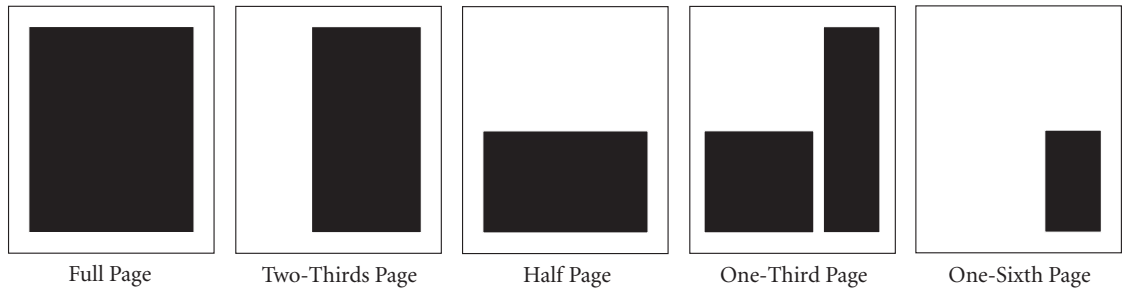
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Guaranteed Positions: Earned rate plus 15%.

Agency Commission: None.

Material and Payment Deadline: February 29, 2008.

Electronic Submissions:

Preferred format: High-resolution PDF files prepared for Press. All original color images must be converted to CMYK prior to embedding into PDF format.

Can also accept QuarkXPress®, Pagemaker®, InDesign®, Freehand® and Illustrator® files. All images must be at 300 dpi and converted to CMYK color. All images and fonts not embedded into the file must also be included. Fonts transmitted via email must be compressed.

Laser prints are not acceptable as final ad copy. Microsoft Word® documents are not acceptable as final ad copy. Microsoft Publisher® documents are not acceptable as final ad copy.

Composition: All materials requiring production costs will be billed at the Publisher's prevailing rates.