

WESTCHESTER

C O M M E R C E

The Official Newsmagazine of The Business Council of Westchester

RATE CARD

ADVERTISING RATES

Black & White

	1x	3x	6x
Full	\$2195	2085	1930
2/3	1735	1650	1530
1/2 Horizontal	1430	1355	1260
1/2 Vertical	1360	1290	1200
1/3	935	890	825
1/6	595	565	520
1/12	345	325	290

Black & White x 1 Color

	1x	3x	6x
Full	\$2585	2450	2275
2/3	2065	1960	1820
1/2 Horizontal	1765	1680	1555
1/2 Vertical	1680	1600	1480
1/3	1200	1140	1060
1/6	765	725	670
1/12	445	415	375

4 Color

	1x	3x	3X
Full	\$3245	3080	2855
2/3	2580	2450	2270
1/2 Horizontal	2060	1955	1810
1/2 Vertical	1960	1860	1725
1/3	1415	1345	1245
1/6	900	855	785
1/12	520	490	440

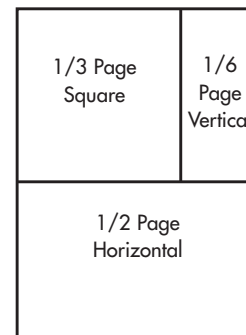
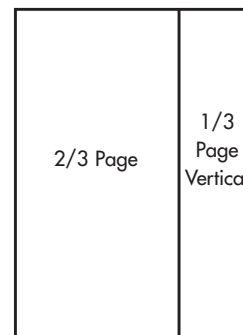
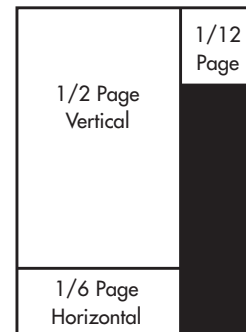
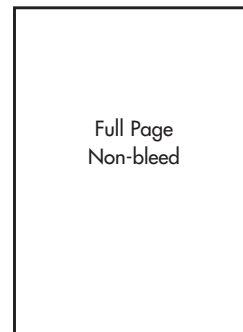
Covers 2 & 3	\$3600	3425	3170
Cover 4	3845	3650	3380
Center Spread	6730	6390	5915
Opposite TOC	3420	3255	3010

DIMENSIONS

(sizes below are width x height)
Standard Page Size 3 Columns

2 Page Spread	15" x 10"
Full Page (Bleed)	8 ^{7/16} " x 11 ^{1/8} "
Full Page (Trim)	8 ^{3/16} " x 10 ^{7/8} "
Full Page (image area)	7" x 10"
2/3 Page	4 ^{5/8} " x 10"
1/2 Page Vertical	4 ^{5/8} " x 7 ^{3/8} "
1/2 Page Horizontal	7" x 4 ^{7/8} "
1/3 Page Square	4 ^{5/8} " x 4 ^{7/8} "
1/3 Page Vertical	2 ^{1/4} " x 10"
1/6 Page Vertical	2 ^{1/4} " x 4 ^{7/8} "
1/6 Page Horizontal	4 ^{5/8} " x 2 ^{1/4} "
1/12 Page	2 ^{1/4} " x 2 ^{1/4} "

**Keep live matter
1/4" from trim edge on top,
sides and bottom.**



MECHANICAL REQUIREMENTS:

We require all ads to be provided digitally, preferably on disk. Disks must be on CD-Rom and in **MACINTOSH FORMAT**. Files must be in Adobe CS2 (Indesign, Illustrator or Photoshop), QuarkXpress 6.0 (or lower). If you create an Illustrator file that has type in it, you must save all type as outlines. All work in any of these formats **must be saved CMYK**. We will also accept a *hi-resolution PDF file (CMYK) with all fonts and images embedded*.

All images, logos and photos in ad must be included as separate files in TIFF, JPEG or EPS format. All fonts, both printer and screen, must be included. (POSTSCRIPT fonts only). Enclose either a color key, matchprint, rainbow, color laser or black & white laser proof with all ads. **THIS IS EXTREMELY IMPORTANT** because we need to know how the ad should look when printed. Ads not provided in specified format may be subject to production charges. These charges are non-commissionable. Please provide a contact name and telephone number with all advertising material in case we have any questions.

SUPPLEMENTAL RATE INFORMATION:

Second Colors: A Pantone PMS color must be chosen for second color. We will then match it to the closest color available in CMYK. Metallic colors are also available. Prices upon request.

Preferred Position: Orders specifying positions are accepted only on a request basis, subject to the right of the publisher to determine actual position. Special position guaranteed at 10% premium.

Design/Layout Charges: Minimum \$20, Maximum \$75 (1/12 to full page)

Scanning Charges: \$40 B&W, \$75 color

Commissions: A 15% commission is allowed to RECOGNIZED ADVERTISING AGENCIES ONLY. Ad must be supplied in completed format on disk and assume billing responsibility and pay net within 30 days of billing date.

Ship all ad materials to: Suburban Publishing, Inc., Production Department
Attn. Bridget 100 Clearbrook Road • Elmsford, NY 10523
(914) 345-0601 (ext. 147)

To e-mail ads send to: production@sub-pub.com

Please call us when you are e-mailing ads. We request you send us a faxed copy also.

Fax to: (914) 345-8123, Attn. Bridget

General Info: John Seng (914) 345-3055 (ext. 118)

Production Info: Bridget Herlihy (914) 345-0601 (ext. 147)

TERMS 2% discount for payment within 15 days of invoice, agencies not included. 30 days net; 11/2 % service charge per month after 30 days unpaid. Pre-payment required by new advertisers for first insertion. Contracts must be completed within one year of first insertion. Space cancellations due six weeks before publication date (i.e. July 15th for September issue.) Ads cancelled after this date will be billed. Above costs do not include ad production charges. Ad materials received after deadline subject to \$50 late charge. Publisher reserves the right to reject any advertisement. Any account delinquent 60 days is subject to cancellation and short rate.