

Living Blues 2008 Advertising Rates

Color Rates

Cover Rates -- Color

	1x	3x	6x
Back Cover	\$3135	\$2831	\$2516
Inside Cover	\$2299	\$2069	\$1839

Display Ad Rates -- Color

	1x	3x	6x
Two-Page Spread	\$3025	\$2722	\$2420
Full Page	\$1815	\$1633	\$1452
Double Truck	\$1815	\$1633	\$1452
2/3 Page	\$1270	\$1144	\$1017
1/2 Page	\$937	\$842	\$750
1/3 Page	\$665	\$600	\$533
1/4 Page	\$513	\$462	\$412

Black And White Rates

Cover Rates -- B/W

	1x	3x	6x
Back Cover	\$2431	\$2277	\$2032
Inside Cover	\$1936	\$1742	\$1548

Display Ad Rates -- B/W

	1x	3x	6x
Two-Page Spread	\$2420	\$2178	\$1936
Full Page	\$1331	\$1199	\$1064
Double Truck	\$1331	\$1199	\$1064
2/3 Page	\$907	\$816	\$726
1/2 Page	\$695	\$624	\$556
1/3 Page	\$484	\$435	\$387
1/4 Page	\$392	\$353	\$314

Display Classified Rates (Black & White Only)

	1x	3x	6x
1/3 Page	\$363	\$326	\$290
1/6 Page	\$181	\$162	\$145

Classified ads are **\$1.50 per word** with a 20-word minimum charge. All Classified ads must be paid in advance.

ADVERTISING REQUIREMENTS

AD SIZES:

Full Page w/o Bleed

Page Trim: 8.125 x 10.875

Live Area: 7.125 x 9.875

Full Page with Bleed

Page Trim: 8.125 x 10.875

Live Area: 7.125 x 9.875

Page with Bleed 8.625 x 11.375

(1/4 in. bleed on all four sides)

Spread (2 Page) with Bleed

Page Trim: 16.25 x 10.875

Live Area: 15.25 x 9.875

Page with Bleed 16.75 x 11.375

(1/4 in. bleed on all four sides, note gutter)

Double Truck with Bleed

Page Trim: 16.25 x 10.875

Live Area: 15.25 x 4.875

Page with Bleed 16.75 x 5.625

(1/4 in. bleed on three sides, note gutter)

1/4 Page

Live Area 3.5 x 4.875

1/3 Page Square

Live Area 4.687 x 4.687

1/3 Page Vertical

Live Area 2.25 x 9.875

1/2 Page Vertical

Live Area 4.687 x 7.5

1/2 Page Horizontal
Live Area 7.125 x 4.875

2/3 Page
Live Area 4.687 x 9.875

Display Classified Ad Sizes

1/6 Page 2.187 x 4.625
1/3 Page Vertical 2.187 x 9.625
1/3 Page Square 4.562 x 4.625

MATERIAL REQUIRED

Digital Mechanicals

ALL ads MUST arrive in digital form. Please send ads via e-mail or to our FTP site. Information provided below. Please make sure ALL fonts are included, both screen and printer fonts. Any fonts not included will be approximated and *Living Blues* does not accept responsibility for any differences in appearance.

Resolution

Resolution of ads must be 300 dpi (133 line screen).

Colors

Living Blues offers black and white or four-color (CMYK) ads. We are unable to produce ads requiring Pantone or spot colors (that have not been converted to CMYK).

Proofs

All ads MUST be accompanied by a proof. For black and white ads, a laser proof or contact proof is acceptable. For color ads we require matchprints to guarantee color match. Chromalins, color keys, color laser, progressives and color proofs are acceptable but we can not guarantee color match.

Sizes

Ads MUST conform to sizes specified above. Ads that do not meet these specifications will either be returned to advertiser or resized to fit, if possible. Ads that must be resized will incur a minimum production charge of \$50.00.

Bleeds

Ads that you intend to bleed require special attention. For bleed areas please add 1/4" bleed to the trim size on all sides.

2008 Deadlines

	Ad Space	Artwork	On Sale
#196 JUNE	04/25/08	05/01/08	05/21/08

***** SPECIAL DOUBLE ISSUE! There will be NO August Issue of Living Blues! Book your ad now in BIGGEST blues magazine of 2008!**

#197 OCTOBER	09/01/08	09/10/08	09/30/08
#198 DECEMBER	11/01/08	11/10/08	11/30/08
#199 FEBRUARY	01/02/09	01/10/09	01/30/09

Submitting Advertising

This form must accompany all digital advertising submissions

Name of advertiser

Name of designer

Address

Phone

Fax

email

Ad size and issue number

Please supply the following information:

(Windows or Mac) Photoshop file.

Document should be a CMYK or grayscale TIFF, 300 dpi.

(Windows or Mac) Adobe Acrobat file.

Document should be a .pdf file.

Windows QuarkPress file.

Document contains ___ EPS images on disk.

Document contains ___ TIFF images on disk.

Document contains ___ Fonts.

Windows Illustrator/Freehand file.

Document should be a CMYK or grayscale EPS file.

Note: When sending fonts, be sure they are Postscript fonts and be sure to include both printer and screen fonts.

Email submissions:

Email Susan Lee at Susan@livingblues.com with submissions.*

NOTE: Please do NOT e-mail ads to Brett Bonner's e-mail.

***If your file size is over 5MB, DO NOT SEND THE FILE VIA EMAIL unless you send it to our FTP site.**

FTP instructions:

FTP instructions for Mac:

Sending a file to the Living Blues FTP site:

You will need:

1) An internet connection

2) a FTP program

If you need an FTP program, and you are on a Mac, I suggest

Fetch. It's easy to use; version 3.0.3 is free and the latest version (4) is available for \$25! Download it from this site: <http://fetchsoftworks.com/>.

1) Open Fetch.

2) In the box titled Host type "ftp.livingblues.com"

3) In the UserID box type "living_blues"

4) In the box titled Password type "Blues2005"

5) You can leave the box titled Directory blank.

6) Select your file from your computer. Drag it into the Fetch

window, and the upload will begin!

ads.livingblues.com (or ftp://ads.livingblues.com)
login: living_blues
pass: Blues2005

Please send Susan an e-mail letting her know your ad has been posted and provide your contact information in case there is a problem with the ad.

Susan@livingblues.com