

# General Advertising Rates

Rate Card #28

Effective January 1, 2017

PFM is published monthly.

Black & White	1X	4X	6X	12X	16X
2-page spread	\$3277	\$3102	\$2954	\$2655	\$2522
Full page	\$1720	\$1638	\$1562	\$1395	\$1325
2/3 page	\$1543	\$1461	\$1392	\$1156	\$1098
1/2 page	\$1185	\$1105	\$1025	\$ 927	\$ 880
1/3 page	\$ 927	\$ 850	\$ 773	\$ 695	\$ 650
1/4 page	\$ 731	\$ 696	\$ 659	\$ 592	\$ 560
1/6 page	\$ 603	\$ 574	\$ 541	\$ 402	\$ 380
1/8 page	\$ 458	\$ 422	\$ 385	\$ 356	\$ 335

Distributor Spotlight (*please email sales@pfm-group.com for more information*)

Four-Color	1X	4X	6X	12X	16X
2-page spread	\$5392	\$5135	\$4895	\$4693	\$4458
Full page	\$2950	\$2839	\$2704	\$2606	\$2469
2/3 page	\$2658	\$2535	\$2414	\$2229	\$2117
1/2 page	\$2265	\$2168	\$2048	\$1931	\$1834
1/3 page	\$1450	\$1390	\$1332	\$1282	\$1217
1/4 page	\$1262	\$1201	\$1153	\$1113	\$1057
1/6 page	\$1180	\$1125	\$1070	\$ 945	\$ 897
1/8 page	\$ 980	\$ 934	\$ 890	\$ 863	\$ 819

## Additional Rate Information

**Position Requests:** For island ads or guaranteed positions, add a 10% premium to the regular ad price.

**Insertion Frequencies:** Multiple page insertions are considered as one insertion for each page toward earned frequency. Directory advertisements are not considered part of your yearly advertising program. Directory ad rates are listed in the 12X rate column.

**Cancellation Policies:** All cancellations of reserved ad space must be made before the 1st of the month prior to the intended month of publication. Short rate charges will apply if your cancellation prevents the completion of an ad space reservation program which earned a frequency discount.

**Spot Colors:** Charges for spot color are in addition to the black and white rate:  
 Metallic colors (per color): \$600  
 PMS colors (per color): \$500  
 Matched colors (per color): \$425  
 Standard colors (per color): \$375

# 2017 Production Schedule

PFM is published monthly. Issues are mailed the first week of each month.

Issue Date	Editorial Items Due (Showcase, News, etc.)	Space Reservations Due	Advertising Materials Due
January	November 23	November 30	December 5
February	December 20	January 4	January 6
March	January 27	February 3	February 8
April	February 21	March 3	March 10
May	March 21	March 31	April 7
June	April 21	April 28	May 5
Annual Directory	May 1	May 12	May 22
July	May 20	May 26	June 9
August	June 20	June 28	July 7
September	July 20	July 28	August 4
October	August 25	September 1	September 8
November	September 23	September 29	October 6
Nat'l Conf. Brochure	–	October 6	October 13
December	October 20	October 27	November 3
WCAF Expo Guide 2018	December 15	December 15	December 22

# Ad Specifications

## Digital Ad Specifications

- Application Files:**
- Adobe Acrobat PDF (Press Optimized)
  - Photoshop TIFF or EPS files.
  - QuarkXPress or InDesign
  - Illustrator EPS files with fonts converted to outlines and images embedded
- (We do not accept word processing documents.)

- Digital Images:**
- 300 dpi
  - Black and White line art (bitmapped TIFF files) should be 1200 dpi.
  - CMYK TIFF, B/W TIFF, or EPS
  - JPEG files and images scanned for online use (RGB at 72 dpi) will not reproduce at magazine-level quality.

- Fonts:**
- Postscript fonts only.
  - No Truetype fonts.

- Acceptable Media:**
- CD-ROM (Mac readable) preferred

## All Files Must be Accompanied by:

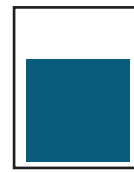
- All fonts, original art or scanned art files, and all imported graphics.
- Media clearly labeled with client's name, magazine name, and issue date.
- A laser proof for B/W ads, a contract proof (Kodak approval or matchprint) for color ads. Colors ads provided without a contract proof will be run to "pleasing color."

## Sending Files via E-mail and FTP:

- E-mail ad, with client name, magazine name, and issue date to [pfmads@hobbypub.com](mailto:pfmads@hobbypub.com). File size: 5MB maximum.
- To FTP large files over 5MB, please contact your Sales Rep for instructions.
- Please contact our Production Department for detailed instructions on how to submit your ad via e-mail. Proofs must be provided.

Advertisements can be purchased only in the sizes listed.

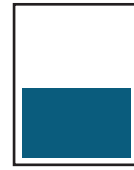
- Full Page ad bleed size is 8<sup>3</sup>/<sub>8</sub>" x 11<sup>1</sup>/<sub>8</sub>"
- Publication trim size is 8<sup>1</sup>/<sub>2</sub>" x 10<sup>7</sup>/<sub>8</sub>"
- Live area is 7<sup>5</sup>/<sub>8</sub>" x 10<sup>3</sup>/<sub>8</sub>"
- Keep important images and text at least 1/4" in from trim edge.



2/3 page  
horizontal  
7 x 6-1/2



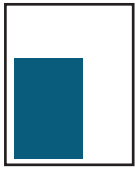
2/3 page  
vertical  
4-1/2 x 10



1/2 page  
horizontal  
7 x 4-7/8



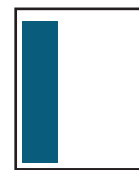
1/2 page  
vertical  
3-3/8 x 10



1/2 page  
island  
4-5/8 x 7-3/8



1/3 page  
horizontal  
7 x 3-1/4



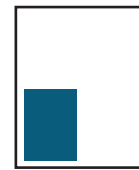
1/3 page  
vertical  
2-1/8 x 10



1/3 page  
island  
4-5/8 x 4-7/8



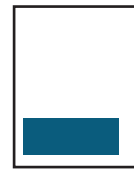
1/4 page  
horizontal  
7 x 2-3/8



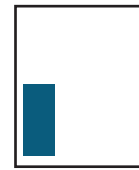
1/4 page  
vertical  
3-3/8 x 4-7/8



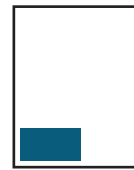
1/4 page  
island  
4-5/8 x 3-1/4



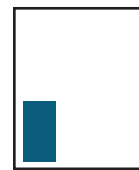
1/6 page  
horizontal  
4-5/8 x 2-3/8



1/6 page  
vertical  
2-1/8 x 4-7/8



1/8 page  
horizontal  
3-3/8 x 2-3/8



1/8 page  
vertical  
2-3/8 x 3-3/8



Distributor  
Spotlight  
2-1/8 x 2-1/8