

General Advertising Rates

Rate Card #28

Effective January 1, 2018

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

2018 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 22	November 29	December 4
February	December 28	January 4	January 8
March	January 25	February 1	February 5
April	February 23	March 2	March 5
May	March 29	April 5	April 9
Annual Directory	May 5	April 12	April 13
June	April 26	May 3	May 7
July	May 24	May 31	June 5
August	June 21	June 28	July 6
September	July 26	August 2	August 10
October	August 23	August 30	September 7
November	September 20	September 27	October 5
Nat'l Conf. Brochure	–	October 5	October 10
December	October 24	October 31	November 5
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:

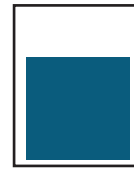
- All fonts, original art or scanned art files, and all imported graphics.
- Media clearly labeled with client's name, magazine name, and issue date.
- A laser proof for B/W ads, a contract proof (Kodak approval or matchprint) for color ads. Colors ads provided without a contract proof will be run to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

Sending Files via E-mail and FTP:

- E-mail ad, with client name, magazine name, and issue date to pfmads@hobbypub.com. 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.

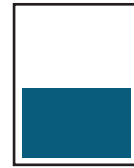
- Full Page ad bleed size is 8 $\frac{3}{8}$ " x 11 $\frac{1}{8}$ "
- Publication trim size is 8 $\frac{1}{8}$ " x 10 $\frac{7}{8}$ "
- Live area is 7 $\frac{5}{8}$ " x 10 $\frac{3}{8}$ "
- Keep important images and text at least $\frac{1}{4}$ " in from trim edge.



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



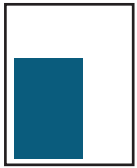
2/3 page
vertical
4-1/2 x 10



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



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



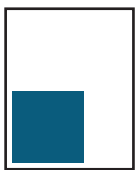
1/2 page
island
4-5/8 x 7-3/8



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



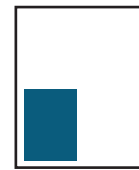
1/3 page
vertical
2-1/8 x 10



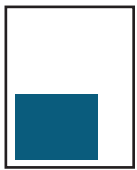
1/3 page
island
4-5/8 x 4-7/8



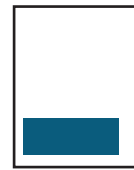
1/4 page
horizontal
7 x 2-3/8



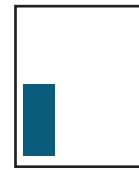
1/4 page
vertical
3-3/8 x 4-7/8



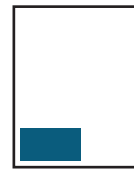
1/4 page
island
4-5/8 x 3-1/4



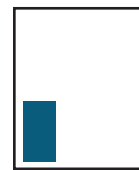
1/6 page
horizontal
4-5/8 x 2-3/8



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