

General Advertising

Rate Card #32

Effective January 1, 2021

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

2021 Editorial Calendar

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	December 1	December 7
February	December 28	January 4	January 8
March	January 25	February 2	February 8
April	February 22	March 2	March 8
May	March 22	April 2	April 9
June	April 26	May 4	May 10
July	May 26	June 2	June 7
August	June 24	July 1	July 8
September	July 27	August 3	August 9
October	August 27	September 3	September 10
November	September 24	October 1	October 8
December	October 26	November 2	November 8
Annual Directory	June 28	July 5	July 9

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.

- Color Proofs:**
- If providing a contract proof, it must be a SWOP Standard color proof.
 - We can provide you with a contract proof for a \$45 fee.

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.

Sending Files via E-mail and Cloud File Sharing:

- E-mail ad, with client name, magazine name, and issue date to ads@pfm-group.com. File size: 10MB maximum.
- For any file that is larger than 10MB, please use a cloud file sharing service (Dropbox, WeTransfer, Google Drive, etc.) to share the file with ads@pfm-group.com.
- Please contact our Production Department for detailed instructions on how to submit your ad.

Advertisements can be purchased only in the sizes listed.

- Full Page ad bleed size is 8³/₈" x 11¹/₈"
- Publication trim size is 8¹/₈" x 10⁷/₈"
- Live area is 7⁵/₈" x 10³/₈"
- Keep important images and text at least 1/4" in from trim edge.



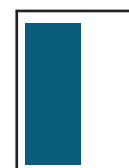
2/3 page
horizontal
7 x 6-1/2



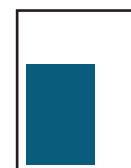
2/3 page
vertical
4-1/2 x 10



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



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



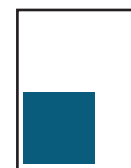
1/2 page
island
4-5/8 x 7-3/8



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



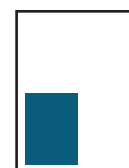
1/3 page
vertical
2-1/8 x 10



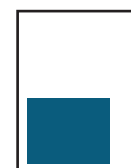
1/3 page
island
4-5/8 x 4-7/8



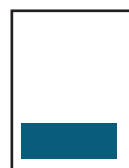
1/4 page
horizontal
7 x 2-3/8



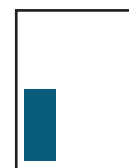
1/4 page
vertical
3-3/8 x 4-7/8



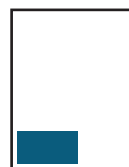
1/4 page
island
4-5/8 x 3-1/4



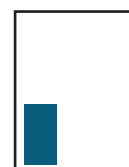
1/6 page
horizontal
4-5/8 x 2-3/8



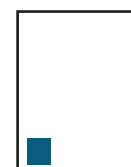
1/6 page
vertical
2-1/8 x 4-7/8



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