

# PFM DIRECTORY

## GENERAL ADVERTISING RATES

### Four-Color

2-page spread	\$3800
Full page	\$2100
2/3 page	\$1800
1/2 page	\$1500
1/3 page	\$ 750
1/4 page	\$ 500
1/6 page	\$ 400
1/8 page	\$ 300

### Black & White

2-page spread	\$2000
Full page	\$1325
2/3 page	\$1156
1/2 page	\$ 927
1/3 page	\$ 600
1/4 page	\$ 450
1/6 page	\$ 300
1/8 page	\$ 250

### Inserts

2 pg. insert	\$2400
4 pg. insert	\$2900
6 pg. insert	\$3500

*Product of the year showcase (\$ 300)*

### Additional Rate Information

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

**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.

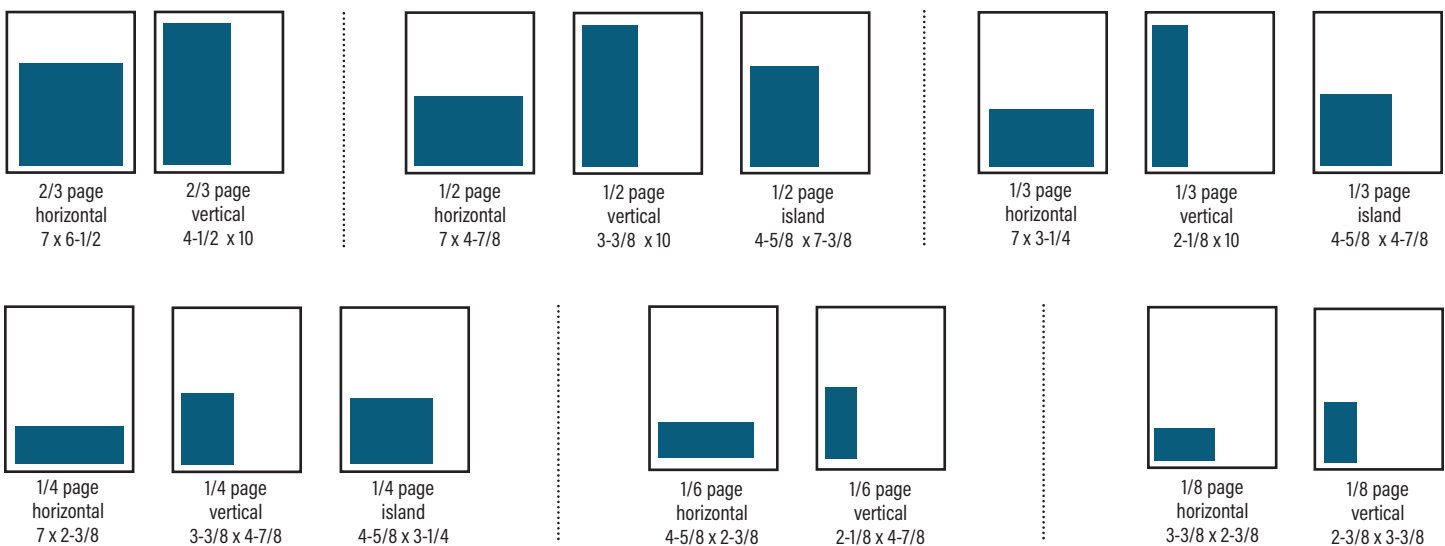
**Spot Colors:** Charges for spot color are in addition to the black and white rate:

Metallic colors (per color): \$600  
 PMS colors (per color): \$500  
 Matched colors (per color): \$425  
 Standard colors (per color): \$375

## AD SPECIFICATIONS

### 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>8</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.



### Application Files:

- Adobe Acrobat PDF (Press Optimized) • Photoshop TIFF or EPS files • InDesign files
  - Illustrator EPS files with fonts converted to outlines • and images embedded with 300 dpi.
- (We do not accept word processing documents.)