

DEAR DAVE, MAGAZINE

RATE CARD + SPECIFICATIONS

ADVERTISING SPACE	SIZE OF ADVERTISEMENT	RATE
FULL PAGE	9"w x 10.5"h (trim) 7.5"w x 9"h (live area) 9.125"w x 10.75"h (bleed—show crop marks at trim)	\$1,000
TWO-PAGE SPREAD	18"w x 10.5"h (trim) x 10.625" (with bleed) show crop marks (.75" readability clearance in gutters)	\$2,000
INSIDE FRONT/INSIDE BACK COVER	9"w x 10.5"h (trim) 9.125"w x 10.75"h (with bleed) show crop marks	\$4,000
BACK COVER	9"w x 10.5"h (trim) 9.125"w x 10.75"h (with bleed) show crop marks	\$6,500

Dear Dave, is perfect bound and trimmed to 9 x 10.5". It is printed offset with 175 lpi screen. Artwork that bleeds should extend past the trim by .125" on all sides.

SUBMITTING MATERIALS ON DISK:

We accept Macintosh QuarkXPress, Adobe InDesign, Adobe Illustrator, and Adobe Acrobat PDF files.

All supporting files, fonts and images must be included on disk.

Images must be 350 dpi and used at no larger than 130% in design files.

Please include hard copy of the ad with crop marks at 100% size.

Please identify all materials with disk printouts and labels. Please include any special instructions (and a copy of this document)

Files should be sent on CD to:

Visual Arts Press

220 E 23 Street, Suite 311

New York, NY 10010

(attention: Dear Dave, advertising)

SCHEDULE + RESERVATION DEADLINES

Summer 2009 Dear Dave, Issue #5

ARTWORK/COPY DEADLINE: April 10, 2009

DISTRIBUTION DATE: June 1, 2009

Fall 2009 Dear Dave, Issue #6

ARTWORK/COPY DEADLINE: July 10, 2009

DISTRIBUTION DATE: September 1, 2009

Winter 2009 Dear Dave, Issue #7

ARTWORK/COPY DEADLINE: October 9, 2009

DISTRIBUTION DATE: December 1, 2009

ADVERTISING CONTACT

Full page Two-page spread Inside front cover Inside back cover Back cover

ADVERTISER

CONTACT

ADDRESS

CITY, STATE, ZIP

TELEPHONE

AUTHORIZED SIGNATURE

DATE

EMAIL ADDRESS

ALL QUESTIONS AND INQUIRIES MAY BE DIRECTED TO:

Visual Arts Press

220 E 23 Street, Suite 311

New York, NY 10010

212.592.2380