

DATES

Issue Date	Reservation Closing Date	Materials Deadlines
13#1/Jul 08	Apr 07, 2008	Apr 14, 2008
13#2/Nov 08	Jul 30, 2008	Aug 6, 2008
13#3/Mar 09	Nov 30, 2008	Dec 11, 2008

PRINT ADVERTISING RATES PER INSERTION

Four Color	1X	3X
Inside Cover	\$ 1,000	\$ 800
Back Cover	\$ 1,500	\$ 1,250
Full Page	\$ 900	\$ 800
1/2 Page	\$ 700	\$ 550
1/4 Page	\$ 500	\$ 400
1/8 Page	\$ 300	\$ 200
1/16 Page	\$ 150	\$ 100

SIZE REQUIREMENTS

Trim Size – 9x12 inches

Ad Size (inches)	Live Matter	Trim	Bleed
Inside Cover Vertical	8x11	9x12	9.25x12.25
Back Cover Vertical	8x11	9x9.7	9.25x9.95
Full Page	8x11	n/a	n/a
1/2 Horizontal	8x5.45	n/a	n/a
1/4 Vertical	3.95x5.45	n/a	n/a
1/8 Horizontal	3.95x2.675	n/a	n/a
1/16 Horizontal	3.95x1.287	n/a	n/a

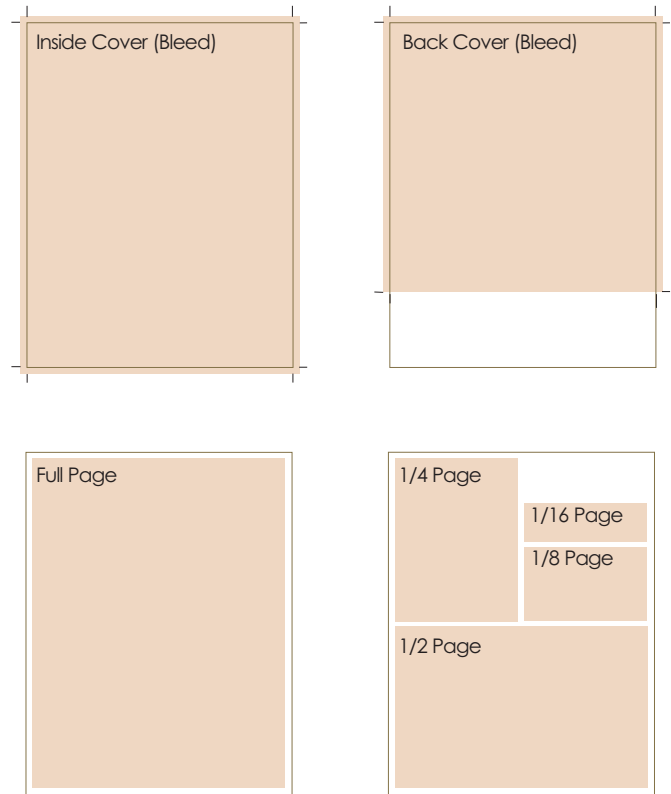
Production Requirements

Preferred method of submission: press optimized PDF. All images and fonts must be embedded when the PDF file is saved.

Also accepted files created in QuarkXpress 6.0, Adobe Illustrator CS or Adobe Photoshop CS (or early versions). All fonts and images must be included with the design layout.

Fonts should be PostScript, Type 1 Fonts (no TrueType fonts or Font substitutions). Both screen and printer fonts must be included (this includes fonts used in EPS files).

Artworks must be scanned at 100 percent at a print resolution of 300 dpi, and saved as Grayscale or CMYK TIFF images (NO RGB or JPEG Images).



Vector images should be saved as EPS files using BW or CMYK colors (no pantone or spot colors) with outlined fonts. Raster images used in EPS files must be embedded. Black-and-white ads cannot be submitted as color. We only accept Mac format files. Text and/or layout information should be submitted on CD.

A fee will be assessed for any ads that require design assistance. Extra production charges are billed at \$40/hour. Emailing ads other than PDFs is not recommended, however, we can accept stuffed files under 6MB via email. A printout of your ad must also be received via mail or fax, for proofing purposes.

Terms & Conditions

En Foco reserves the right to refuse any advertisement deemed contrary to the spirit of the magazine. We cannot be responsible for any printing related problems. En Foco claims full indemnification in the event that the publication is delayed or prevented by factors beyond its control.

The advertiser will be billed for advertising if cancellation occurs after the reservation closing date. All cancellations must be received in writing.