

MICHIGAN BLUE

MICHIGAN'S LAKESTYLE MAGAZINE

549 Ottawa Avenue NW, Suite 201
Grand Rapids, MI 49503
Phone (616) 459-4545
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www.miblue.com

Rate Card #5

EFFECTIVE JUNE 2009

PUBLICATION DATES

Spring (March/April/May)
Summer (June/July/August)
Fall (September/October/November)
Winter (December/January/February)

SPACE RESERVATION DEADLINES

January 5, 2010
March 30, 2010
June 29, 2010
September 28, 2010

DISPLAY SIZE/POSITION	1X	2-3X	4-5X
Cover 2	4380	3910	3320
Cover 3	4140	3690	3240
Cover 4	4890	4360	3930
2-page spread	6260	5570	5030
Full-page	3520	3140	2840
2/3 page	2810	2510	2270
1/2 page	2460	2200	1990
1/3 page	1760	1570	1420
1/6 page	1060	940	850

ESSAY

Full-page ad + Essay	4320	3870	3490
1/2 page ad + Essay	3050	2740	2490

Essays are an exclusive advertising feature of Michigan BLUE that provide one full-page of half-page of advertorial copy when purchasing a full-page or half-page advertisement. Please see supportive sales materials for full details.

For 1/4- and 1/8-page size ads, see Classified Display Rates or Destination ad rates

All rates except Essays are gross less 15% when providing print-ready materials. Short-rate policies apply to unfulfilled contract commitments. Add 15% to all rates for special position placement. Special advertising request quotes as needed: bound-in, tipped-in or magna strip inserts, polybagging, belly-bands, gatefolds, etc.

SEE REVERSE SIDE FOR PRODUCTION SPECIFICATIONS AND REQUIREMENTS, AD SIZES AND DIMENSIONS.

Production Specifications

All advertising should be provided in a digital format. The preferred format for advertisements is a high-resolution Adobe Acrobat PDF file (version 4.0 **PDF 1.3** compatible). All fonts and images must be embedded. If possible, use the **PDFX1a** specification to prepare your file which is a simple preset in Adobe Indesign and Distiller.

All images embedded in files must be a minimum of 300 ppi (pixels per inch) or 300 dpi (dots per inch). Color images must be CMYK. Any spot colors in your advertisement must be converted to CMYK. Files containing RGB or LAB images will not be accepted.

A press-quality proof is necessary to ensure accurate reproduction on press. Color can vary widely on proofs generated by uncalibrated or non-SWOP standard inkjet, color laser or other output devices. Press-quality proofs are those proofs output to SWOP standards, and include Fuji Final Proof, digital matchprints and film-based match-prints. Color lasers and color ink jet proofs are not considered press-quality. Advertisements supplied to Michigan Blue without an acceptable color proof will be printed to SWOP standards. Publisher assumes no liability for color reproduction on ads submitted without press-quality proofs.

Send digital files via email (production@geminipub.com), or ship a CDR or DVD to the address on this rate card. Include the advertiser name, publication name (Michigan Blue), the date of publication, and the name of your sales representative in the body of your email or letter.

NEW BLUE Ad Dimensions

PAGE SIZE UNIT	WIDTH	(INCHES)	HEIGHT	(INCHES)
Two Page Standard	16.66	(16 11/16")	9.375	(9 3/8")
Two Page Bleed**	18.00		10.875	(10 7/8")
Final size for a Two Page Bleed	18.50		11.375	(11 3/8")
Full Page Standard	7.58	(7 9/16)	9.375	(9 3/8")
Full Page Bleed**	9.00		10.875	(10 7/8")
Final file size for Full Page Bleed	9.50		11.375	(11 3/8")
2/3 Page (Vert.)	4.97	(4 15/16")	9.375	(9 3/8")
1/2 Page (Hor.)	7.58	(7 9/16")	4.55	
1/2 Page (Vert.)	3.67	(2 3/8")	9.375	(9 3/8")
1/3 Page (Hor.)	4.97	(4 15/16")	4.55	
1/3 Page (Vert.)	2.375	(2 3/8")	9.375	(9 3/8")
1/6 Page (Hor.)	4.97	(4 15/16")	2.1875	(2 3/16")
1/6 Page (Vert.)	2.375	(2 3/8")	4.55	



****Add an additional 1/4" on each side for bleed allowance.** Page trim size is 9" wide by 10.875" high. Forward all electronic materials to production@geminipub.com. **Reference publication title, issue date, advertiser and advertising sales representative.**

Display Ads

Full Page Bleed ad size 9" x 10.875" - (Finished ad size 9.5 x 11.375)

Full Page ad size 7.58" x 9.375"

1/3 (Vert.)
2.37" x 9.375"

2/3 (Vert.)
4.97" x 9.375"

1/2 (Hor.)
7.58" x 4.55"

1/6 (Vert.)
2.37" x 4.55"

1/3 (Hor.)
4.97" x 4.55"

1/6 (Hor.)
4.97" x 2.1875"