

4 COLOR Space (ALL RATES ARE NET)

SIZE	1X	3X	6X	10X	12X
Full Page	\$1000	\$960	\$920	\$840	\$800
2/3 Page	805	750	720	700	650
1/2 Page	735	680	655	630	590
1/3 Page	665	580	560	525	490
1/4 Page	525	470	450	420	390
1/12 Page	350	295	275	250	175

COVERS (PREFERRED SPACE)

Inside Front (Cover II)	4/C plus 20%
Inside Back (Cover III)	4/C plus 15%
Outside Back (Cover IV)	4/C plus 25%
Opposite Contents	4/C plus 10%
Opposite Masthead	4/C plus 10%
Classifieds: \$75 per column inch (3 columns per page)	

REQUIREMENTS FOR DIGITAL ADS:

A) FULL PAGE ADS

The preferred file format for full page, 4-color magazine ad reproductions is "Press-Optimized" PDF (PDF/X-1a)

Specifications:

- Include .125" bleed (all the way around).
Untrimmed size: 8.625" x 11.125"
- Include crop marks, offset to 12pt.
Trim size: 8.375" x 10.875".
- All art, photos and graphics used, should be high resolution no less than 266 dpi. and in CMYK.

B) FRACTIONAL/ PARTIAL ADS

Preferred file format for partial page (fractional) ads is high resolution TIFF or JPG (Adobe PhotoShop® compatible) or EPS

Specifications:

- CMYK, high-resolution file (min. 266 dpi)
- EPS files must have all fonts converted to outlines.
- Fractional/ Partial ads should be supplied to trim only

Space Unit	Width & Depth
Page bleed (untrimmed):	8 ⁵ / ₈ " x 11 ¹ / ₈ "
Trim Size:	8 ³ / ₈ " x 10 ⁷ / ₈ "
Live Matter:	7" x 9 ¹ / ₂ "
2/3 page (bleed)	5 ⁹ / ₁₆ " x 11 ¹ / ₈ "
2/3 page	4 ³ / ₄ " x 9 ¹ / ₂ "
1/2 page vertical	3 ¹ / ₂ " x 9 ¹ / ₄ "
1/2 page vertical (bleed)	4 ¹ / ₄ " x 11 ¹ / ₈ "
1/2 page horizontal	7" x 5"
1/2 page horizontal (bleed)	8 ⁵ / ₈ " x 5 ⁷ / ₈ "
1/2 page island	4 ³ / ₄ " x 7"
1/3 page	4 ³ / ₄ " x 5"
1/3 page vertical	2 ⁵ / ₁₆ " x 9 ¹ / ₂ "
1/3 page vertical (bleed)	3" x 11 ¹ / ₈ "
1/3 page horizontal	7" x 3 ³ / ₈ "
1/3 page horizontal (bleed)	8 ⁵ / ₈ " x 3 ¹ / ₄ "
1/4 page	3 ¹ / ₂ " x 5"
1/4 page horizontal	7" x 2 ¹ / ₄ "

ISSUE	AD CLOSE
March	3/3/2010
April	3/31/2010
May	4/21/2010
June	6/2/2010
July	7/7/2010
August	8/4/2010
September	9/1/2010
October	9/29/2010
November	10/27/2010
December	12/1/2010

TFWM will accept press-ready PDF/X1-a files via FTP upload or Email (size permitting)

FTP TRANSFER (with ftp client)

Host: ftp.tfwmm.com

User: anonymous

Password: anonymous

Directory: incoming

*After uploading, email kim@tfwm.com to inform him of filename and folder location