

WARBIRD

DIGEST



**Bimonthly
Subscription Based
Newsstand Fulfillment**

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WARBIRD DIGEST ADVERTISING RATES

Effective Issue #30 May/June 2010

AD PLACEMENT	1x	6x
FULL PAGE	1235	1110
2/3 PAGE	930	840
1/2 PAGE	745	670
1/3 PAGE	560	510
1/4 PAGE	435	395
1/6 PAGE	305	275
Business Card Size	225	200
Small Value AD	175	158
Classified (30 Words)	35	n/a

COVERS (NON-CANCELABLE)

C 3 (inside back cover - 4 / color only)	1650	1485
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Warbird Digest is a Full Color publication - our preference is that all ads be in 4 color process (CMYK). Please make a note of this when considering your ad design.

Warbird Publications, Inc. / Warbird Digest RESERVES THE RIGHT TO REJECT ANY ADVERTISING IN CONFLICT WITH ITS POLICIES.

PAYMENTS

All space to be paid monthly as used. Net 30 days. Advertisers must guarantee payment of accounts for advertising placed through advertising agencies.

FOR NEW ACCOUNTS, PAYMENT FOR FIRST AD MUST BE MADE WITH INSERTION ORDER.

All major credit cards are accepted for payment.

SEND ADVERTISING MATERIALS TO

Warbird Digest
P.O. Box 335
Bluffton, IN 46714
E-mail: artdept@warbirddigest.com

ADVERTISING INFORMATION & RATES

ADVERTISING CLOSING DATES

<u>Issue</u>	<u>Space Closing</u>	<u>On Sale</u>
January/February	10/31	12/23
March/April	1/2	2/23
May/June	2/27	4/27
July/August	4/1	6/22
September/October	7/3	8/31
November/December	9/3	10/26

(Please check with your sales representative for accurate dates.)

MATERIALS DUE DATES

<u>Issue</u>	<u>Materials Due</u>	<u>On Sale</u>
January/February	11/7	12/23
March/April	1/9	2/23
May/June	3/6	4/27
July/August	4/8	6/22
September/October	7/10	8/31
November/December	9/11	10/26

MECHANICAL REQUIREMENTS

Advertising specifications are on the Warbird Digest Ad Specifications card.

SPECIAL POSITIONING

An additional 10 percent applies to advertisers that use sequential ad placements or request a specific position (when available) in the magazine. For more information speak to a Warbird Digest sales representative.

ADVERTISING SALES REPRESENTATIVE

MECHANICAL REQUIREMENTS

PDFs are Preferred

WHEN AT ALL POSSIBLE SUBMIT ARTWORK IN PDF FORMAT

- CMYK - NO SPOT COLORS
- Artwork with bleeds should extend 1/8" over trim line.
- Include crop and bleed marks
- For color accuracy include printed composite (This is optional)
- InDesign or PDF (CMYK or Grayscale, NO RGB and/or SPOT colors)
- Illustrator—with type converted to paths and saved as EPS
- Photoshop—saved as TIFF or EPS. (CMYK or Grayscale, no RGB and/or SPOT colors)
- Freehand—with type converted to paths and saved as EPS, and all link files supplied
- InDesign—embedded graphics MUST be placed AND included as separate files. (include Fonts)

GENERAL RATE POLICY

Regulations covering acceptance of advertising: Advertisers and advertising agencies assume liability for all content (including text, representation, and illustrations) of advertisements printed, and assume all responsibility for any claims arising therefrom made against the publisher. The publisher reserves the right to reject any advertising, or to request changes in copy, with or without giving a reason.

CANCELLATION: Cancellations not accepted after closing dates for insertion orders.

ADDITIONAL CHARGES

An additional \$35 will be charged for missing fonts, RGB to CMYK conversions, missing support or graphics files, missing proofs, or any other production problems resulting from failure to adhere to the offset specifications listed.

An additional \$35 minimum will be charged for any advertiser requested text alterations.

FILE INFORMATION

We cannot accept Microsoft word processing or publishing files. Ads sent in file formats other than those specified will incur an additional charge for conversion (see Additional Charges).

Fonts: Use only Postscript fonts and supply both screen and printer fonts with your files. We cannot guarantee the consistency of True Type fonts. Do not use "pseudo-type" commands. Use the italic, bold, etc., versions of the font.

Scans: Scans should be compatible with Photoshop. Resolution should be 300 dpi for Grayscale and CMYK images. Resolution should be 1200 dpi for Bitmap art. No RGB files. No Compression.

Acceptable Media: CD - DVD, Zipped file and or PDF - e-mail.

Proof: FOR CLIENT WHO DEMAND ACCURACY: CLIENT SHOULD FURNISH AN APPROVED PROOF THAT DISPLAYS ACCURATE COLOR AND SIZE (print).

AD CONFIGURATIONS

A

2 Page Spread

W 17" X H 10.875" (Trim)
W 17.5" X H 11.375" (Bleed)

*For bleed size please add .50" to height and width of document size.

B

Full Page

W 8.5" X H 10.875" (Trim)
W 9" X H 11.375" (Bleed)

C

J

I

C

1/2 Page Horizontal
W 7.778" X H 5.08"

I

1/2 page Vertical
3.679" x 10.388"

J

1/6 page Vertical
2.536" x 5.08"

Send all Ad Materials to: Warbird Digest

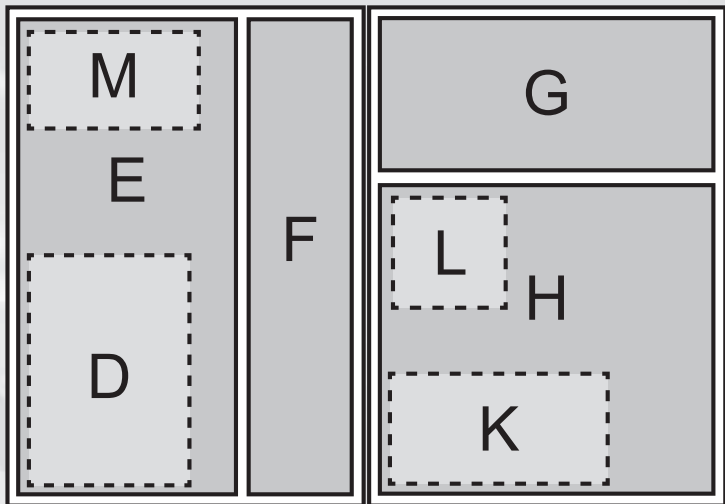
Warbird Digest

P.O. Box 335, Bluffton, IN 46714

E-mail: artdept@warbirddigest.com



AD CONFIGURATIONS



D

1/4 Page Vertical
W 3.679" X H 5.08"

E

2/3 Page Vertical
W 4.986" X H 10.388"

F

1/3 Page Vertical
W 2.55" X H 10.388"

M

Business Card Size
3.5" x 2"

G

1/3 page Horizontal
7.778" x 3.5"

H

2/3 page Horizontal
7.778" x 6.639"

K

1/6 page Horizontal
4.972" x 2.475"

L

Small Value AD
2.5" x 2.4"

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