

Rate Card

COMMON GROUND MAGAZINE RATES



CIRCULATION: 29,000
PUBLISHED SIX TIMES EACH YEAR

Four-Color:

Ad size	MEMBER RATES			NON-MEMBER RATES		
	1x	3x	6x	1x	3x	6x
Full page	\$3415	3075	2880	\$4210	3795	3555
2/3 page	3030	2645	2475	3735	3265	3050
1/2 page horizontal	2180	1985	1745	2690	2450	2150
1/3 page	1575	1455	1260	1945	1800	1555

Black and white:

Ad size	MEMBER RATES			NON-MEMBER RATES		
	1x	3x	6x	1x	3x	6x
Full page	\$2155	1815	1615	\$2655	2240	2000
2/3 page	1980	1595	1425	2445	1970	1755
1/2 page horizontal	1390	1195	955	1715	1480	1185
1/3 page	1050	930	735	1295	1150	905

Covers 2, 3, and 4: 20% premium added to four-color rate

Special positions: 15% premium added

Two-page spread: Base rate doubled

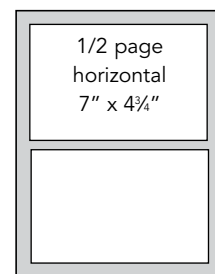
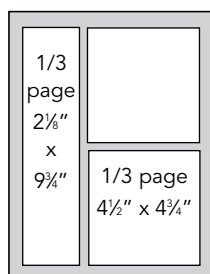
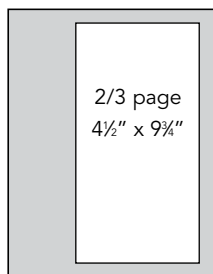
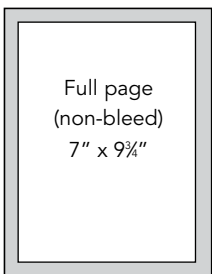
Pre-printed inserts (Advance notice required): Please call our Advertising Department at (888) 224-4321 for price quote and specifications.

Discounts: 15% commission to recognized advertising agencies. Must send insertion order from agency for proof of representation. *Agency commission not valid on any bills past due 30 days or longer.*

A 10% discount is offered to 6x advertisers when all six issues are paid in advance at the beginning of the contract.

Deadlines: Ad sales close on the 5th of the month two months prior (e.g., Nov. 5 for Jan/Feb issue). Digital ad materials are due 20 days after space deadline (e.g., Nov. 25 for Jan/Feb issue).

COMMON GROUND STANDARD SIZES



MECHANICAL REQUIREMENTS

Common Ground is produced using a digital workflow to ensure the highest quality reproduction. We will only accept digital ad materials. Please call our Advertising Department for coordination of materials or questions.

PRINT SPECIFICATIONS

- Trim size: 8 3/4" x 10 1/2"
- Full page bleed size: 8 1/2" x 11 1/8" (keep live copy 1/4" from trim)
- Two page spread, full bleed: 16 3/4" x 11 1/8" (keep live copy 1/4" from trim)
- Web offset
- Paper: 60# gloss
- Saddle stitch

DIGITAL FILES

- Color ads must be set up as CMYK. **RGB IS NOT ACCEPTABLE.**
- Images must have a minimum of 300 dpi at 100% print size. Bitmap files should have a resolution no lower than 1200 dpi.
- Do not use image compression formats (LZW, GIF, CCTI, JPEG, etc.).
- Do not use True Type fonts.
- Keep file names to a minimum.

Accepted File Formats

1. Adobe Acrobat PDF
2. Adobe Illustrator EPS (CS2 or lower)
3. Quark Xpress generated EPS or Native Quark Xpress 6.x or lower, Macintosh only

(Other formats not mentioned here may be accepted only with prior approval by Advertising Manager. Any additional work needed to process files will be billed to advertiser.)

1. Adobe Acrobat PDF Files

PDF is the preferred format for ad files. We have included various PDF instructions for preparing PDF files. **Go to www.caionline.org/advertising to download step-by-step instructions.** The following files are available:

- Exporting PDFs from Quark 6.0
- Exporting PDFs from InDesign CS
- Exporting PDFs from InDesign 2.02
- Writing Postscript from Quark (versions 4.11, 5.01, 6.x)

You may also download job options for Adobe Acrobat Distiller. See directions below.

Adobe Acrobat Settings for version 4.x, 5.x, or 6.x: This document assumes that you have installed the full version of Adobe Acrobat (which includes Distiller). In version 6, the program is called Acrobat Professional. There are specific PDF settings that must be in place in order to produce PDF files that are suitable for high-resolution press production. **These settings are available for download at www.caionline.org/advertising.**

Distiller version 4.x: Place the file named "PJDistiller4.joboptions" inside the "Settings" folder that is inside the "Distiller" folder that is inside the "Acrobat" folder. Launch Distiller and choose "PJDistiller4.joboptions" as the active set.

Distiller version 5.x: Place the file named "PJDistiller5.joboptions" inside the "Settings" folder that is inside the "Distiller" folder that is inside the "Acrobat" folder. Launch Distiller and choose "PJDistiller5.joboptions" as the active set.

Distiller version 6.x: Place the file named "PJDistiller6.joboptions" inside the "Settings" folder that is at the end of this path: Macintosh HD > Users > Shared > Adobe PDF 6.0 > Settings. Launch Distiller and choose "PJDistiller6.joboptions" as the active set.

2. Adobe Illustrator files

We support files generated by Illustrator CS2 or lower. Please use the specific settings below:

1. Files should have an output resolution no lower than 1200 dpi and no more than 2400 dpi for line art and 300 dpi for grayscale images.
2. All imported images must be embedded.
3. Select all text and "Create outlines." The type is then converted to vector graphics so screen and printer fonts are no longer needed for processing.

3. Quark Xpress files

We support files generated by Quark Xpress 6.x or lower for Macintosh platform only. If you send this native application file, all files must be accompanied by Postscript fonts (no True Type), original scanned art, and all imported graphics. All should be saved in CMYK (RGB or spot colors are not acceptable). **Word Processing files (Microsoft Word, Word Perfect, etc.) are not acceptable.**

Accepted media (Mac or PC formatted)

CD

Submission of materials

- Please label all materials with client name and phone.
- A full-size proof must accompany all ads.
- Ads provided without a proper proof will be made by the printer and the cost will be billed to the advertiser.
- Reproduction is at advertiser's risk if SWOP-certified color proof is not supplied.

Note: Publisher reserves the right to reject improper or incorrectly prepared materials.

Contact: Advertising Manager, (888) 224-4321,
Fax (703) 684-1581

Shipping address: Send all materials to CAI/Advertising Manager, 225 Reinekers Lane, Suite 300, Alexandria, VA 22314.