

Rate Card

COMMUNITY MANAGER NEWSLETTER RATES



CIRCULATION: 9,000+ AND GROWING
PUBLISHED SIX TIMES EACH YEAR

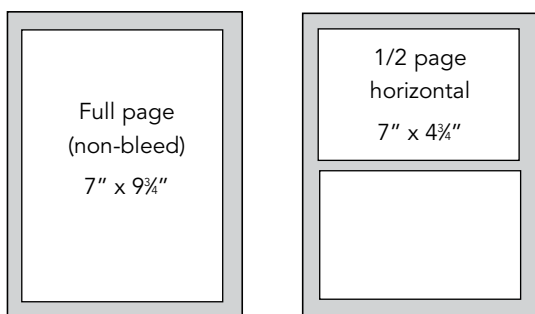
Four-Color:

	MEMBER RATES	NON-MEMBER RATES
Ad size	6x	6x
Full page	\$1315	\$1620
½ page horizontal	850	1080

Black and White:

	MEMBER RATES	NON-MEMBER RATES
Ad size	6x	6x
Full page	\$920	\$1215
½ page horizontal	640	865

COMMUNITY MANAGER STANDARD SIZES



MECHANICAL REQUIREMENTS

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

PRINT SPECIFICATIONS

- Trim size: 8½" x 11"
- Full page bleed size: 8¾" x 11¼" (keep live copy ¼" from trim)
- Sheet fed
- Paper: 80# matte
- 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.

Full-bleed pages: 15% premium added.

Discounts:

- **Agency Commission:** 15% commission is paid to authorized agencies. Must send insertion order from agency for proof of representation. **Agency commission not valid on any bills past due 30 days or longer.**
- **Pre-payment:** A 10% discount is offered to 6x advertisers when all six issues are paid in advance.
- **Multi-publication discount:** A 10% discount is offered to any advertiser placing advertising in all of the following: 6x insertion in *Common Ground*, 6x insertion in *Community Manager*, annual online banner ad on www.caonline.org.

Deadlines: Ad sales close on the 10th of the month one month prior (e.g., Dec. 10 for Jan/Feb issue). Digital ad materials are due 15 days after space deadline (e.g., Dec. 25 for Jan/Feb issue).

- 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 (Illustrator CS3 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.)

See page 2 for further detail on accepted file formats.

ACCEPTED FILE FORMAT DETAILS FOR COMMUNITY MANAGER NEWSLETTER

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.job options" 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.job options" 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.job options" 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.job options" as the active set.

2. Adobe Illustrator files

We support files generated by Illustrator CS2 or lower. We do not support Illustrator. 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, (888) 224-4321, x 254

Fax (703) 684-1581

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