

FULL COLOR SPECIFICATIONS FOR AQUAFACTS

(Inside pages only - Per Issue)

Programs Supported

QuarkXpress 7.0 (Mac)
Microsoft Publisher 2003 (PC)
Adobe Indesign CS4 (PC & MAC)

File Types Supported

Tiff, EPS, Adobe Acrobat PDF (must be print ready)

Guidelines

All photos, objects and/or text must be colored Black and White or CMYK. All supporting linked fonts and graphics must be provided on disk. Use setting "embed all fonts" in PDF. Do not use RGB color mode. Colors may shift noticeably when printed. If color conversion/correction is necessary, additional charges may be added. Keep resolution of scans at a minimum of 300 dpi. (600 dpi for lineart)

Please provide a hard copy proof of your ad or additional charges may apply.

***PLEASE REMEMBER TO INCLUDE ALL LINKED GRAPHICS AND FONTS ON DISK.**

When creating a PDF, please use "JPEG High" compression and embed all fonts. Please do not convert CMYK to RGB in PDF.

Price List For Full Color Ads

(For Inside Pages Only)

ASSOCIATE MEMBER

¼ PAGE\$125.00

½ PAGE.....\$225.00

FULL PAGE.....\$400.00

NON-MEMBER

¼ PAGE\$175.00

½ PAGE\$300.00

FULL PAGE.....\$500.00

Color Ad Sizes (inside pages):

1/4 PAGE 3.5 W x 4.25 H

1/2 PAGE 7.5 W x 4.25 H

FULL PAGE 7.5 W x 10 H

DEADLINES: MAGAZINES ARE ISSUED QUARTERLY

New art in digital format **must** be received by these dates.

*Please provide a proof of your ad.

SPRING ISSUE - JANUARY 1

SUMMER ISSUE - APRIL 1

FALL ISSUE - JULY 1

WINTER ISSUE - SEPTEMBER 1

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