

Ad Sizes Color

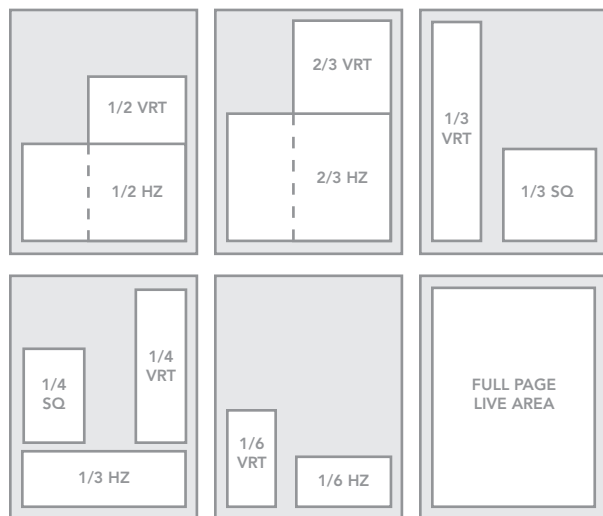
Color	1x	2-3x	4x
Full page	\$4,625	\$4,085	\$3,510
2/3	\$3,475	\$3,115	\$2,765
1/2	\$2,785	\$2,470	\$2,240
1/3	\$2,075	\$1,870	\$1,695
1/4	\$1,620	\$1,300	\$1,165
1/6	\$1,140	\$1,050	\$1,025
1/2 page spread	\$4,895	\$4,290	\$3,855
Full page spread	\$7,950	\$7,140	\$6,440
4 page spread	\$16,910	\$15,205	\$13,655
4-page	\$16,410	\$14,765	\$13,260

Ad Sizes B/W

Black & White	1x	2-3x	4x
Full page	\$3,455	\$3,300	\$2,675
2/3	\$2,580	\$2,335	\$2,105
1/2	\$2,055	\$1,880	\$1,665
1/3	\$1,540	\$1,410	\$1,280
1/4	\$1,205	\$1,100	\$995
1/6	\$875	\$780	\$710
1/2 page spread	\$3,665	\$3,290	\$2,980
Full page spread	\$6,075	\$5,480	\$5,350

Ad Sizes

Full Page Bleed Size: (.125 inch bleed)	8.625	x	11.125
Full Page: (trim cut size)	8.375	x	10.875
Full Page: (live area)	7.375	x	9.875
2/3 HZ:	7.25	x	6.5
2/3 Vrt:	4.75	x	9.625
1/2 HZ:	7.25	x	4.875
1/2 Vrt:	4.75	x	7.375
1/3 Vrt:	2.25	x	9.625
1/3 Sq:	4.75	x	4.875
1/3 HZ:	7.25	x	3.25
1/4 Vrt:	2.25	x	7.375
1/4 Sq:	3.25	x	4.875
1/6 HZ:	4.75	x	2.375
1/6 Vrt:	2.25	x	4.875



Printing Deadlines

Winter Issue

Ad Space Reservations February 2
Artwork Deadline February 9
Printing Date February 20

Spring Issue

Ad Space Reservations April 6
Artwork Deadline April 13
Printing Date April 22

Summer Issue

Ad Space Reservations June 29
Artwork Deadline July 6
Printing Date July 13

Fall Issue

Ad Space Reservations October 12
Artwork Deadline October 19
Printing Date November 2

Printing Specifications

Full Color:

Advertisements provided on CD are preferred. Emailable files are also accepted. Please provide a color proof when submitting CD. Publisher DOES NOT guarantee EXACT color match. NO rebate or discount will be made in the event of color variances.

Layout & Formats:

Advertisements provided MUST be Mac formatted:
PC formatted files will NOT be accepted.
Publication is Direct To Plate, film will NOT be accepted.
Layout program used: InDesign CS3

Premium Placement:

1. All advertising is placed at the publishers' discretion. Special placement is available by adding 10% to the gross rate of the ad space.
2. Cover placement is available with the following extra charge:
Back cover add 30%. Inside front cover add 25%. Inside back cover add 20%.

Preferred Document layout files:

- #1 - High-Res PDF (Press Quality with printer marks and bleeds)
- #2 - InDesign® CS3 documents.

PLEASE INCLUDE:

Images (CMYK), Fonts, Current Documents & Color Proof.
Please Preflight and Package.

Also accepted:

PhotoShop® CS3 .eps, .tiff or .jpg files. (must be hi-res 300 dpi files)
Illustrator® CS3 .ai .eps.
(create outlines with all fonts and linked images must be sent)

Production Charges:

Creative and Typesetting. All Creative and/or Typesetting will be billed at a standard rate of \$120 per hour, with a 1/2 hour minimum.

Advertising Material - Mailing Address

Fairways Media Inc.
ATTN: Garrit Johnson, Art Director
3315 West Mayflower Ave. #2,
Lehi, Utah 84043
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Artwork may be emailed to garrit@fairwaysmag.com
For additional specification information please contact
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