

# Southern Cigar Lifestyle

## ADVERTISING

DISPLAY RATES	Black & White			Color *Space Limited*					
	12x**	3x	1x	12x**	3x	1x	12x**	3x	1x
Full Page	900	975	1025	Full Page	975	1050	Back Cover		
Junior Page	775	825	875	Junior Page	825	895	Full Page	1360	1520
1/2 Page	595	625	650	1/2 Page	650	745	1/2 Page	850	910
1/4 Page	395	445	485	1/4 Page	450	510	1/4 Page	525	595
1/8 Page	265	295	335	1/8 Page	305	355	Inside Covers		
Classifieds: (per placement)				Center Spread			Full Page	1063	1188
Large - \$125, Small - \$100				Half Page	875	1050	1/2 Page	825	875
				1/4 Page	550	640	1/4 Page	510	580
									1250
									945
									625

Cancellations: A 30 day notice is required.

\*\*12X rate has a 4 month minimum term. Rate is secured for 12 months. After 3 months the client can cancel with a 30-day written notice.

AD SIZES	horizontal x vertical
Full Page	10.5 x 12.5 (trim size)
	11 x 13 (bleed size)
	9.5 x 11.5 (live area)
Junior Page	6.75 x 9
1/2 page horizontal	9.5 x 5.5
1/2 page vertical	4.375 x 11.25
1/4 page square	4.375 x 5.5
1/4 page horizontal	9.5 x 2.625
1/4 page vertical	2.125 x 11.25
1/8 page horizontal	4.375 x 2.625
1/8 page vertical	2.125 x 5.5
Classifieds	
Large	3 x 3
Small	2.125 x 2

- Rates: Rates listed are per month charges with discounts for annual commitments of three ad placements or more.
- Film: 85 line screen for all ads.

### AD PRODUCTION Information:

- Supported Platform: Macintosh.
- Supported Programs: QuarkXpress, Macromedia Freehand, Adobe Photoshop, Adobe Illustrator (eps) or PDF format. We cannot accept Page Maker or Publisher files.
- Accepted Media: CD-Rom, Zip 100 MB, Zip 250 MB, 3.5 floppy. You may also e-mail files.
- Support Files/Fonts: All support files and fonts used should be supplied with the ad in the corresponding folder. Be sure to include printer and screen fonts.
- Graphics: Scanned artwork should be scanned at the highest possible resolution and not resized upward after the scan. Scanned artwork should be cropped and saved as TIFF or EPS file formats at 266 dpi. Lineart at a minimum of 1200 dpi.
- Color Art: All color work, including scans must be four color, CMYK. Each color file should be accompanied by a color proof.

