



RATE CARD

ADVERTISING RATES (PER AD)

Black & White	1-2X	3-5X	6-11X	12X
Full Page	\$905	\$795	\$735	\$665
2/3 Page	\$795	\$670	\$625	\$555
1/2 Page	\$685	\$560	\$525	\$445
1/3+ Page	\$635	\$510	\$475	\$395
1/3 Page	\$555	\$450	\$415	\$350
1/4 Page	\$445	\$370	\$345	\$305
1/6 Page	\$360	\$325	\$300	\$260
Business Card (Runs 4-Color)*				\$195

Frequency discounts apply when total insertions are determined at the time the contract is signed. Ads placed one at a time may not accumulate for a credit at the end of the contract year. Rates subject to change without notice. Advertisers are protected on rates through the term of their contract. Penalties for failure to complete contract will involve a prorated back to the earned rate as well as the unearned 12-time benefits.

* Non-profit discounts and agency commissions do not apply.

* This is a rate holder, allows 12X rate for larger ads. When larger ads run (max 6X), the Business Card ad runs free.

PRINTS AVAILABLE

You may request a print(s) of your ad up to a size of 11x17.

Mounting is also available at an additional cost (quoted).

Matte Paper	\$10*
Glossy Paper.....	\$20*

* Per Print

COLOR (add to black and white rates)

Spot Color (rop).....	\$150
Pantone Spot Color.....	\$150
Four-Color Process.....	\$150

SPECIAL PLACEMENT*

Back Cover.....	50% additional
Inside Front / Inside Back Cover.....	20% additional
Fixed Position	10% additional

* Request for special positioning cannot be guaranteed unless advertiser pays for "Special Payment"

AGENCY COMMISSIONS: 15% to recognized advertising agencies if artwork is supplied to our specifications, ad is placed by the agency, and payment is received within 60 days of invoice date. No commission on color charges.

TERMS: Payment due upon receipt. 1.5% monthly charge on accounts over 30 days. Non-Profit Discount: 5% (applies to non-profit organizations only and cannot be taken along with advertising agency commissions.)

CLOSING DATES

Ad Placement: 1st of the month prior to publication. (cancellations not accepted after this date and must be made in writing)

Ad Materials: 8th of the month.

Editorial: 1st of the month. Editorial published as space allows and is subject to dated material and Editor's approval.

SUPPLYING ADS ON DISK / e-mail

MEDIA: CD, DVD or E-MAIL preferred.

OPERATING SYSTEM: Macintosh preferred. PC also accepted.

PROGRAMS USED: InDesign CS4, Illustrator, PhotoShop.

Scene Magazine is produced in InDesign CS4, supported by Illustrator and PhotoShop to produce graphics and images.

When supplying materials: Proofs are required. ALL FONTS USED MUST BE SUPPLIED (both printer and screen fonts).

PDF FILES - PREFERRED: PDF files MUST be saved at Press Level with fonts embedded.

- **PageMaker / Publisher /** or other document program ... files are **not accepted** and **require a pdf file** (see above).

- **Exceptions:** FreeHand or other graphic program files must be saved as EPS files with type as outlines or paths. Colors in graphics must be converted to cmym when used in a 4-color ad.

- **Need assistance?** Our art department can help if you're having trouble supplying your files in the preferred formats.

Photos / Bitmap Images: Must be saved at 300 dpi or greater – at or above 100% of size used within the document. JPEG, TIFFS, EPS files preferred.

NOTE: images from Web pages are often not of printing quality and require original images or a hard copy for scanning.

Editorial: Most word processing programs are accepted.

Best results when saved as Microsoft Word files.

A hardcopy of the file is required to ensure accurate translation.

AD SIZES (Measure in Inches)

	Width	Depth
Back Cover	7.25	9.0
Full Page	7.25	10.0
2/3 Page	4.75	10.0
1/2 Page 3-Col.	7.25	4.875
1/2 Page 2-Col.	4.75	7.5
1/3 Plus 2-Col.	4.75	6.125
1/3 Page 1-Col.	2.25	10.0
1/3 Page 2-Col.	4.75	4.875
1/3 Page 3-Col.	7.25	3.125
1/4 Page 1-Col.	2.25	7.5
1/4 Page 2-Col.	4.75	3.625
1/4 Page 3-Col.	7.25	2.25
1/6 Page 1-Col.	2.25	4.875
1/6 Page 2-Col.	4.75	2.25
Business Card	3.25	2.0

OTHER SIZE REQUIREMENTS

• Magazine trim size is 8.5" wide by 11" deep.

• Full page bleed size is 9" wide by 11.5" deep

• Scene is a 3-column format with each column measuring 2.25" wide by 10" deep (.25" gutters)

NOTE: Artwork and editorial created by Scene Magazine may not be used or reprinted without permission.

PROTECTIVE CLAUSE

Advertisers and their agencies assume liability for all content including text, representation, and illustrations in advertisements printed. They also assume responsibility for claims arising therefrom made against the publisher. The publisher reserves the right to reject any advertisement not in keeping with publications standards.