

# Ms.

MORE THAN A MAGAZINE—A MOVEMENT

## ADVERTISING RATES AND SPECIFICATIONS

### 2006 Closing Dates

Issue	Reservation	Material	Sale Date
Spring	2/13/06	2/27/06	4/18/06
Summer	5/15/06	5/30/06	7/18/06
Fall	8/07/06	8/21/06	10/10/06
Winter	11/06/06	11/20/06	1/16/07

### Publishing Rates

B & W	1X	2X	3X	4X
Full Page	\$3800	\$3610	\$3420	\$3230
2/3 Page	\$2910	\$2,764	\$2,619	\$2,473
1/2 Page	\$2,280	\$2,619	\$2,052	\$1,938
1/3 Page	\$1,634	\$1,552	\$1,471	\$1,389
1/6 Page	\$934	\$887	\$841	\$794

4-Color	1X	2X	3X	4X
Full Page	\$5,500	\$5,225	\$4,950	\$4,675
2/3 Page	\$3,754	\$3,566	\$3,379	\$3,191
1/2 Page	\$2,964	\$2,816	\$2,668	\$2,519
1/3 Page	\$2,124	\$2,018	\$1,912	\$1,806
1/6 Page	\$1,214	\$1,150	\$1,090	\$1,029

Inside Front	\$7,700	\$7,315	\$6,930	\$6,545
Inside Back	\$7,700	\$7,315	\$6,930	\$6,545

### Discounts

**Non-profit rates:** 15% off      **Bleed:** No charge

### Terms

**Position Premium:** Add 10%      **Net:** 30 days

### Non-bleed ads

Full page	6 <sup>3</sup> / <sub>4</sub> "w X 9 <sup>1</sup> / <sub>2</sub> "h
2/3 page	4 <sup>3</sup> / <sub>8</sub> "w X 9 <sup>3</sup> / <sub>4</sub> "h
1/2 page horizontal	6 <sup>3</sup> / <sub>4</sub> "w X 4 <sup>7</sup> / <sub>8</sub> "h
1/3 page vertical	2 <sup>1</sup> / <sub>4</sub> "w X 9 <sup>3</sup> / <sub>4</sub> "h
1/3 page square	4 <sup>3</sup> / <sub>8</sub> "w X 4 <sup>7</sup> / <sub>8</sub> "h
1/6 page vertical	2 <sup>1</sup> / <sub>4</sub> "w X 4 <sup>7</sup> / <sub>8</sub> "h

### Bleed ads (Spread and Full Page ads only)

#### Spread

Trim: 16" w X 10<sup>3</sup>/<sub>4</sub>" h      Bleed: 16<sup>1</sup>/<sub>2</sub>" w X 11<sup>1</sup>/<sub>4</sub>" h  
Safety: 15<sup>1</sup>/<sub>2</sub>" w X 10<sup>1</sup>/<sub>4</sub>" h

#### Full Page

Trim: 8" w X 10<sup>3</sup>/<sub>4</sub>" h      Bleed: 8<sup>1</sup>/<sub>2</sub>" w X 11<sup>1</sup>/<sub>4</sub>" h  
Safety: 7<sup>1</sup>/<sub>2</sub>" w X 10<sup>1</sup>/<sub>4</sub>" h

### Technical Requirements

Ms. magazine is produced with digital "file to plate" technology. Please pay careful attention to the following guidelines for advertising art.

#### Please Do

- Supply artwork as a MAC formatted Quark or InDesign document (100 MB zip disks accepted, CDs are preferred)
- Provide all necessary fonts, including printer and screen fonts
- Provide all necessary images as TIFF or EPS files, in CMYK format 300 dpi at print size
- Specify all colors as standard process color (CMYK)
- Include a hard copy proof with your disk: match print or Kodak approval for color ads, Photostat, or laser print for B & W
- Double-check that your ad is to the proper dimensions
- Provide complete directory of disk
- PDFs will be accepted, for distilling requirements please email our printer at [prepress@kellypress.com](mailto:prepress@kellypress.com)

If you have questions about producing or sending your ad, please call Michel Cicero 310-556-2515 or email [mcicero@msmagazine.com](mailto:mcicero@msmagazine.com)

#### Please Do Not

- Supply fonts or images that are not part of your ad
- Provide laser output or photocopied material as "camera-ready"
- Send images in JPEG
- Supply artwork with PMS colors

NOTE: For materials supplied requiring sizing to standards or mechanical labor, conversion to CMYK substitution for missing fonts, etc. a \$50 flat fee will apply.

### Printing Information

Web offset printing process, 133-line screen. Ms. magazine is saddle-stitched. Page trim size is 8" w x 10<sup>3</sup>/<sub>4</sub>" h, with a bleed size of 8<sup>1</sup>/<sub>2</sub>" w x 11<sup>1</sup>/<sub>4</sub>" h. Please keep all type 1/4" from trimmed edges.

#### For reservation questions:

Call Nisha Gulati (703) 522-4201 or email [ngulati@msmagazine.com](mailto:ngulati@msmagazine.com)

#### All materials should be sent to:

Ms. magazine Attention: Michel Cicero, Managing Editor  
433 South Beverly Drive, Beverly Hills, CA 90212  
For questions regarding material: (310) 556-2515

