



MORE THAN A MAGAZINE – A MOVEMENT

ADVERTISING RATES AND SPECIFICATIONS

2010 Closing Dates

Issue	Reservation	Material	Sale Date
Winter	11/23/09	12/07/09	01/26/10
Spring	03/29/10	04/12/10	05/25/10
Summer	06/14/10	06/28/10	08/10/10
Fall	08/31/10	09/12/10	10/26/10

Publishing Rates

B & W	1X	2X	3X	4X
Full Page	\$3,800	\$3,610	\$3,420	\$3,230
2/3 Page	\$2,910	\$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/Back	\$6,500	\$6,200	\$5,900	\$5,525
Back Cover	\$7,700	\$7,315	\$6,930	\$6,545

Discounts

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

Terms

Position Premium: Ad d 10% **Net:** 30 days

Non-bleed ads

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

Bleed ads Spread

(Spread and Full Page ads only)

Trim: 16"w X 10³/₄"h **Bleed:** 16¹/₂"w X 11¹/₄"h

Full Page

Trim: 8"w X 10³/₄"h **Bleed:** 8¹/₂"w X 11¹/₄"h

Safety: 7¹/₂"w X 10¹/₄"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

- Provide a Print-ready PDF (for questions about distilling requirements please email mcicero@msmagazine.com)
- OR supply artwork as a MAC formatted Quark or InDesign document (CDs will be accepted or ask for upload info)
 - 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 color laser 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

If you have questions about producing or sending your ad, please call Michel Cicero 310-556-2515 or email 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"
- 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 10³/₄" h, with a bleed size of 8¹/₂" w x 11¹/₄" h. Please keep all type ¹/₄" from trimmed edges.

For reservation questions:

Erica Hsu (310) 556-2515 or email ehsu@msmagazine.com.org

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 or for uploading instructions:
(310) 556-2515 or email mcicero@msmagazine.com

