

# WORKBOAT

## 2010 Rate Card

### Display Advertising Rates

Black & White	12x	7x	4x	1x
Full page	2,575	2,945	3,310	3,680
2/3 Page	2,190	2,505	2,815	3,130
1/2 Page Island	2,060	2,355	2,650	2,945
1/2 Page	1,930	2,210	2,485	2,760
1/3 Page	1,340	1,530	1,725	1,915
1/4 Page	1,080	1,235	1,390	1,545
1/6 Page	775	885	995	1,105

  

Four Color	12x	7x	4x	1x
Spread	6,145	6,885	7,615	8,355
Full page	3,570	3,940	4,305	4,675
2/3 Page	3,185	3,500	3,810	4,125
1/2 Page Island	3,055	3,350	3,645	3,940
1/2 Page	2,925	3,205	3,480	3,775
1/3 Page	2,130	2,320	2,515	2,705
1/4 Page	1,870	2,025	2,180	2,335
1/6 Page	1,550	1,675	1,785	1,895

  

Cover Rates	12x	7x	4x	1x
C2	4345	4825	5300	5780
C3	4085	4530	4970	5410
C4	4475	4970	5465	5965

4/C charge, 1/2 page and larger ..... \$995  
 4/C charge, 1/3 page and smaller ..... \$790  
 2/C charge, full page or fractional ..... \$395  
 PMS color charge, full page or fractional ..... \$445

**Production Charges** - will be incurred for file preparation, or other services that may be required by the Publisher to make the ad plate ready. If supplied material does not meet size specifications or arrives without an approved color proof, charges may be incurred for resizing the ad or providing an approved color proof for press match.

**Proofs** - if requested, digital files must be submitted 7 days prior to ad close date. All corrections on proofs are due by closing date. Proofs are provided by request only for ads requiring production work.

**Bleeds** - No charge for bleeds. Keep live matter 3/8" away from trim edges.

**Acceptable formats** - Ads should be created in In Design and must include all postscript printer and screen fonts. We accept supporting files for graphics, logos and art in the following applications.

- Adobe Illustrator (v 8.0 and higher) eps/ai (PC or MAC) (All fonts should be converted to outlines, all logos should be embedded).
- Adobe Photoshop (v 4.0 and higher) eps/tiff/pcx (PC or MAC)  
Text should be created in separate vector based program for optimum resolution.
- Adobe Acrobat (v 4.0 and higher)

**Ads requiring typesetting, design, or other production work must be received by publisher by Ad Space Closing Date.**

**Rate Card No. 58 Effective January 1, 2010**

### Sizes and Dimensions

**Bleeds** Bleed size: 8 3/8" x 11 3/8". Keep live matter including text a minimum of 3/16" from the trim edges of 8 1/8" x 10 7/8".

**Inserts** National and regional inserts available. Call your sales representative for a quote. Card inserts must be supported by a run-of-book ad.

**Preferred Positions** Available at 15% above earned space rate.

**Sizes and Dimensions** (for live matter)

Unit	Vertical (width x height)	Horizontal (width x height)
Full page	7" x 10" (non-bleed)	
2/3 Page	4 9/16" x 10"	7" x 6 1/2"
1/2 Page	3 5/16" x 10"	7" x 4 7/8"
1/2 Page Island	4 1/2" x 7"	
1/3 Page	2 3/16" x 10"	7" x 3 1/4"
1/3 Page Square	4 9/16" x 4 7/8"	
1/4 Page	3 5/16" x 4 7/8"	7" x 2 3/8"
1/6 Page	2 3/16" x 4 7/8"	4 9/16" x 2 5/16"

### Display Ad Configurations

