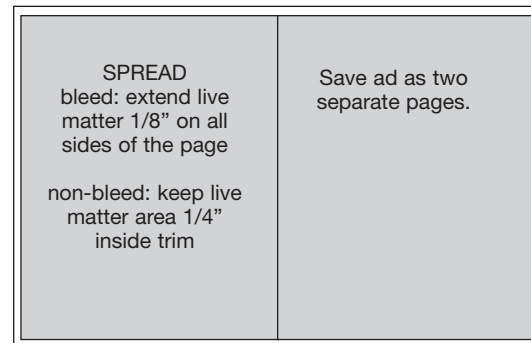
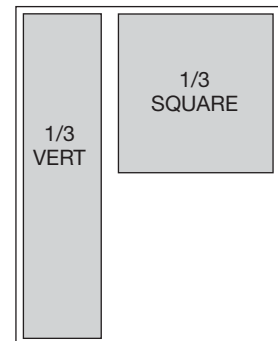
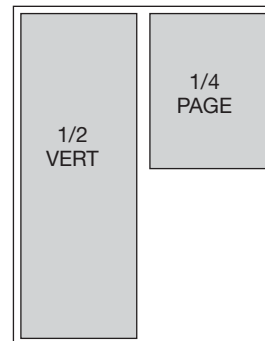
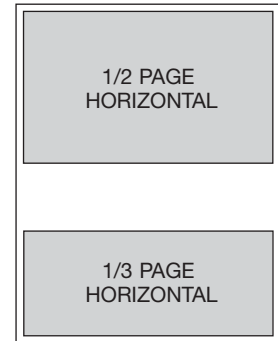
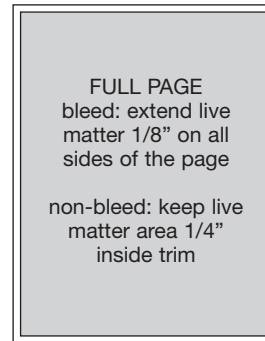


atomic ranch

MIDCENTURY MARVELS

Ad Specifications

Ad Size	Dimensions
Double-page spread	16-3/4" x 10-7/8" 16.750 x 10.875
Full page	8-3/8" x 10-7/8" 8.375 x 10.875
1/2 page horizontal	7-3/8" x 4-13/16" 7.375 x 4.8125
1/2 page vertical	3-5/8" x 9-7/8" 3.625 x 9.875
1/3 page horizontal	7-3/8" x 3-1/8" 7.375 x 3.125
1/3 page vertical	2-3/8" x 9-7/8" 2.375 x 9.875
1/3 page square	4-3/4" x 4-7/8" 4.750 x 4.875
1/4 page	3-5/8" x 4-7/8" 3.625 x 4.875
1/5 page horizontal	7-3/8" x 1-7/8" 7.375 x 1.875
1/6 page vertical	2-5/16" x 4-7/8" 2.3125 x 4.875
Business card	3-1/2" x 2" 3.500 x 2



Magazine trim size:

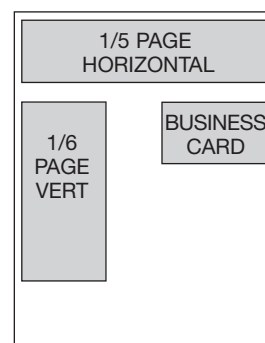
8-3/8" x 10-7/8", perfect bound;
keep live matter area 1/4" inside trim,
7-7/8" x 10-3/8" (7.875 x 10.375)

Full bleed specs:

Extend background artwork 1/8" beyond trim size all around, 8-5/8" x 11-1/8" (8.625 x 11.125)

Full bleed specs double page spread:

as above, 11-1/8" x 17" (11.125 x 17)



Atomic Ranch is produced in QuarkXpress 6.5, Mac format. It is printed digitally in four-color process (CMYK) and is perfect bound with trim size of 8-3/8" x 10-7/8" (plus bleed size of 8-5/8" x 11-1/8").

Digital Specs

The following are acceptable formats: Adobe Acrobat Distiller PDF up to 7.0, saved as PDFX1a for a high-resolution/print-ready file (preferred format); or QuarkXpress up to 6.5; Adobe Photoshop up to 7.0; Adobe Illustrator up to 9.0.

Digital Transfer Media

Advertisements can be submitted via e-mail, posted to our ftp site or sent on Mac formatted CD. All files should be built as process (CMYK) colors set at 300 dpi. All color images should be saved as an EPS and black & white images saved as a high-resolution gray-scale TIFF. Make sure that all elements are CMYK, not RGB, to ensure proper printing of your ad. We cannot take responsibility for ads not converted from RGB to CMYK. Please use a preflight program to completely collect for output. Make sure all unused colors are deleted.

QuarkXpress 6.5 Files

Please include all images and all supporting postscript or true-type printer fonts and screen fonts with your Quark document.

Adobe Photoshop up to 7.0

Please save your file as a Photoshop TIFF or EPS file, not in JPEG format. Do not compress scanned images. The resolution size of your final image file must be 300 dpi. Color images must be in CMYK, not RGB. Black & white line art should be scanned at 1,200 dpi for best quality.

Adobe Illustrator up to 9.0

Please have your fonts outlined or embedded. Save your file as an Illustrator EPS file.

PDF Files

PDF files should be created from Adobe Acrobat Distiller up to 7.0 or InDesign. PDFs must be saved as PDFX1a documents. When the Acrobat Distiller window appears make sure you choose PDF/X-1a:2001 (Acrobat 7) or PDFX1a (Acrobat 6) in the Default Settings pop-up menu. Since the default setting is set to the PDF/X-1a, any PDF created using the Adobe PDF Printer will adhere to the PDF/X-1a standard until the default is changed.

All PDF files must be composite. (Only composite PDFs can be placed in QuarkXpress.) A high-resolution proof print helps assure that we know the intended look of the ad and no elements have corrupted during transmission.

PDF's created in InDesign: We do not accept InDesign files, but do accept PDFs created from InDesign. Make sure to export your PDF as a PDFX1a when creating your pdf through InDesign.

It is very important to make sure all transparencies have been flattened and ALL colors have been converted to CMYK BEFORE exporting or creating your PDF. Leaving transparencies unflattened can cause problems on press. Step-by-step directions for correct creation of PDFs in InDesign are available via e-mail (editor@atomic-ranch.com).

Proofs

A high-quality digital proof is the best gauge of how your ad will print. If **Atomic Ranch** is required to generate a proof, the advertiser will be billed at \$25 per page. **Atomic Ranch is not responsible for printing errors on electronic files submitted without check proofs.**

Production Charges

Changes to submitted ads or ad creation is possible with a written agreement between the client and the publisher outlining any ad art charges.

General Policies

Atomic Ranch is not responsible for any omissions or copy errors in submitted digital ads. Digital ads will be held for one year, and then deleted from our files unless advised otherwise in writing by the advertiser.

Ad Rates

Ad Size	Full Color		B&W	
	1X	4X	1X	4X
2-page premium placement	\$3,002	\$2,702		
2-page spread	\$2,852	\$2,567		
Back Cover	\$2,645	\$2,380		
1-1/2 page masthead	\$2,575	\$2,318		
Front Inside Cover	\$2,398	\$2,158		
Back Inside Cover	\$2,248	\$2,024		
Page One	\$2,214	\$1,993		
Full page	\$1,989	\$1,790	\$1,391	\$1,252
1/2 page masthead	\$1,250	\$1,125	\$ 905	\$ 815
1/2 page	\$1,150	\$1,035	\$ 805	\$ 725
1/3 page	\$ 857	\$ 771	\$ 604	\$ 544
1/4 page	\$ 667	\$ 600	\$ 472	\$ 425
1/5 page	\$ 535	\$ 482	\$ 374	\$ 337
1/6 page	\$ 523	\$ 471	\$ 368	\$ 331
Business Card	\$ 270	\$ 243	\$ 190	\$ 171

Discounts

A 5% discount is available for accounts paying in less than 30 days; payment required in advance of first insertion.

All discounts will be lost if payment is made after 30 days from invoice date. Any accounts sent to collection will be billed without discounts and advertiser is liable for collection agency fees.

Additional Charges

Color proofs not supplied by advertiser, \$25 each. Artwork that must be resized to fit ad dimensions, \$75.

Please call 503.771.4171 or e-mail editor@atomic-ranch.com with questions prior to ad submission.