



A D V E R T I S I N G R A T E S H E E T

AD SIZES AND RATES				
SIZE	DIMENSIONS	COL. IN.	BW	CMYK
Full Page	9.75" x 16"	80	1,000.00	2,000.00
Half Page - Horizontal	9.75" x 8"	40	500.00	1,000.00
Half Page - Vertical	7.9" x 9.75"	40	500.00	1,000.00
Quarter Page	5.785" x 8"	24	300.00	600.00
3 Column Strip	5.785" x 4"	12	150.00	300.00
2 Column Strip	3.812" x 5"	10	125.00	250.00
2 col x 4"	3.812" x 4"	8	100.00	200.00
2 col x 3"	3.812" x 3"	6	75.00	150.00
Business Card	3.812" x 2"	4	50.00	100.00
1 x 3"	1.833" x 3"	3	37.50	N/A
1 x 2"	1.833" x 2"	2	25.00	N/A
1 x 1"	1.833" x 1"	1	12.50	N/A

PAYMENT:
Due at time of ad placement order. We accept MasterCard and Visa.

SPECIAL PLACEMENT:
Such as inside front, inside back, back cover, center spread, right page, special location request - add 15%

PUBLICATION DAY:
Monthly on the 1st
Ads due on the 20th

Cost per column Inch for all other sizes is \$12.50 (B&W) or \$25.00 (CMYK)

ADVERTISEMENT SPECIFICATIONS:

Ads may be submitted on either Zip 100, CD or by email, as Mac - Quark, Photoshop, Illustrator, with all graphic files and fonts also on the disk. We also accept TIF, JPEG, EPS or PDF (all fonts must be outlined or embedded). A proof for all ads is recommended.

There are also a limited number of locations available for spot color on ads, for an additional \$50 .00.

There will be a charge for all corrections and ad designs (\$80.00 /hr).

Mail: P.O. Box 31331 • San Francisco, California 94131
Shipping: 1407 Guerrero Street • San Francisco, California 94110
Tel: 415-255-9760 • Fax: 415-252-0724 • email: ads@sfspectrum.com

SPECTRUM

DISPLAY ADVERTISEMENT AD SIZES

(Dimensions are for both B&W and Color ads. Price shown in the ad sizes is for B&W ads, see other side for color ad prices.)

1 col. x 1" 1.833" x 1"
\$12.50

1 col. x 2" 1.833" x 2"
\$25.00

1 col. x 3" 1.833" x 3"
\$37.50

Business Card
2 col. x 2" 3.812" x 2"
\$50.00

2 col. x 3" 3.812" x 3"
\$75.00

2 col. x 4" 3.812" x 4"
\$100.00

Two Column Strip
2 col. x 5" 3.812" x 5"
\$125.00

Three Column Strip #1
3 col. x 3" 5.785" x 3"
\$112.50

Three Column Strip #2
3 col. x 4" 5.785" x 4"
\$150.00

Quarter Page
3 col x 8" 5.785" x 8"
\$300.00