

General Advertising Rates

Rate Card #23
Effective January 1, 2012

PFM is published monthly.

Black & White	1 X	4 X	6 X	12 X	16 X
2-page spread	\$3277	\$3102	\$2954	\$2655	\$2522
Full page	\$1720	\$1638	\$1562	\$1395	\$1325
2/3 page	\$1543	\$1461	\$1392	\$1156	\$1098
1/2 page	\$1185	\$1105	\$1025	\$ 927	\$ 880
1/3 page	\$ 927	\$ 850	\$ 773	\$ 695	\$ 650
1/4 page	\$ 731	\$ 696	\$ 659	\$ 592	\$ 560
1/6 page	\$ 603	\$ 574	\$ 541	\$ 402	\$ 380
1/8 page	\$ 458	\$ 422	\$ 385	\$ 356	\$ 335
Distributor Spotlight (<i>see page 7</i>)					

Four-Color	1 X	4 X	6 X	12 X	16 X
2-page spread	\$5392	\$5135	\$4895	\$4693	\$4458
Full page	\$2950	\$2839	\$2704	\$2606	\$2469
2/3 page	\$2658	\$2535	\$2414	\$2229	\$2117
1/2 page	\$2265	\$2168	\$2048	\$1931	\$1834
1/3 page	\$1450	\$1390	\$1332	\$1282	\$1217
1/4 page	\$1262	\$1201	\$1153	\$1113	\$1057
1/6 page	\$1180	\$1125	\$1070	\$ 945	\$ 897
1/8 page	\$ 980	\$ 934	\$ 890	\$ 863	\$ 819

Additional Rate Information

- **Position Requests:** For island ads or guaranteed positions, add a 10% premium to the regular ad price.
- **Insertion Frequencies:** Multiple page insertions are considered as one insertion for each page toward earned frequency. Directory advertisements are not considered part of your yearly advertising program. Directory ad rates are listed in the 12X rate column.
- **Cancellation Policies:** All cancellations of reserved ad space must be made before the 1st of the month prior to the intended month of publication. Short rate charges will apply if your cancellation prevents the completion of an ad space reservation program which earned a frequency discount.
- **Spot Colors:** Charges for spot color are in addition to the black and white rate:
 - Metallic colors (per color): \$600
 - PMS colors (per color): \$500
 - Matched colors (per color): \$425
 - Standard colors (per color): \$375

Ad Specifications

Digital Ad Specifications

- Application Files:**
- Adobe Acrobat PDF (Press Optimized)
 - Photoshop TIFF or EPS files.
 - QuarkXPress
 - Illustrator EPS files with fonts converted to outlines and images embedded
- (We do not accept word processing documents.)

- Digital Images:**
- 300 dpi
 - Black and White line art (bitmapped TIFF files) should be 1200 dpi.
 - CMYK TIFF, B/W TIFF, or EPS
 - JPEG files and images scanned for online use (RGB at 72 dpi) will not reproduce at magazine-level quality.

- Fonts:**
- Postscript fonts only.
 - No Truetype fonts.

- Acceptable Media:**
- CD-ROM (Mac readable) preferred

All Files Must be Accompanied by:

- All fonts, original art or scanned art files, and all imported graphics.
- Media clearly labeled with client's name, magazine name, and issue date.
- A laser proof for B/W ads, a contract proof (Kodak approval or matchprint) for color ads. Colors ads provided without a contract proof will be run to "pleasing color."

Sending Files via E-mail and FTP:

- E-mail ad, with client name, magazine name, and issue date to pfmads@hobbypub.com. File size: 5MB maximum.
- To FTP large files over 5MB, please contact your Sales Rep for instructions.
- Please contact our Production Department for detailed instructions on how to submit your ad via e-mail. Proofs must be provided.

Advertisements can be purchased only in the sizes listed.

- Full Page ad bleed size is 8³/₈" x 11¹/₈"
- Publication trim size is 8¹/₂" x 10⁷/₈"
- Live area is 7⁵/₈" x 10³/₈"
- Keep important images and text at least ¹/₄" in from trim edge.

