

# The Daily Front Row

FOR ADVERTISING INFORMATION  
 contact your IMG Publications  
 Ad Sales Representative, or contact:  
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2009  
 ALL RATES ARE NET

CIRCULATION: 25,000

ADVERTISING UNITS	0-2 Pages	3-4 Pages	5-6 Pages	7-8 Pages
Page	\$12,007	\$11,706	\$11,406	\$11,106
1/2 Page Vertical	\$6,988	\$6,814	\$6,639	\$6,464
1/4 Page Square	\$4,457	\$4,346	\$4,234	\$4,123
Spread	\$24,014	\$23,414	\$22,813	\$22,213

Please note: Additional discounts apply to advertising schedules which total nine (9.0) pages or more, contact your IMG Publications ad sales representative.

COVER UNITS	0-2 Pages	3-4 Pages	5-6 Pages	7-8 Pages
Cover 2/Page 1 (30% premium)	\$31,217	\$30,437	\$29,656	\$28,876
Cover 3 (20% premium)	\$14,408	\$14,048	\$13,687	\$13,327
Cover 4 (50% premium)	\$18,010	\$17,560	\$17,110	\$16,660

GATEFOLD UNITS	SPACE COST	PROD. COST	TOTAL COST
C2/P1--3 Page Gatefold	\$45,653	\$7,500	\$53,153
C2/P1--4 Page Gatefold	\$60,871	\$7,500	\$68,371

Please note: These rates apply to C2/P1 gatefolds only. For run-of-book (ROB) gatefold pricing, contact your IMG Publications ad sales representative.

INSERTS	SPACE COST
1 Page/2 Sided	\$12,007
2 Page/4 Sided	\$24,014
Polybag	\$18,010

Please note: Production costs on these and other insert units will be determined on an individual case basis upon supplied submission of actual insert to your IMG Publications ad sales representative.

## AD SPECS TRIM SIZE 10-3/4" X 13-1/2"

PAGE	BLEED	NON-BLEED
Full page	11-1/4" x 14"	10-1/4" x 13"
Spread	22" X 14"	21" X 13"
1/2 page Horizontal	11-1/4" x 6-7/8"	9-3/4" x 6-1/4"
1/2 page Vertical	5-3/8" x 14"	4-3/4" x 13"
1/4 page Square	5-3/8" X 7"	4-3/4" x 6"

LIVE AREA: All type and graphics not intended to trim should be positioned 1/4" from all trim edges. All ads are four color.

## MATERIAL SPECS:

- PDF files must be composite files (all 4 colors on one page).
- Resolution should be 300dpi, 150-line screen.
- Can include tif or eps images, but NO pic or jpeg.
- Must include all fonts. No True Type or Stylized fonts.

