

Receive a 10% Discount if You Reserve Your Ad by November 1st

Full Page Live Area 7.5" x 9.75"	All Ad Sizes are Live Area. For Full page & Cover ads include bleed to 8.75" x 11.25" <small>(Trim size is 8.25" x 10.75")</small>	Half Page Horizontal 7.5" x 4.75"	Half Page Vertical 4.95" x 7.125"	Quarter Page Vertical 3.65" x 4.75"	1/4 Page
		Eighth Page Vertical 2.38" x 3.65"	Eighth Page Horizontal 3.65" x 2.38"	Quarter Page Horizontal 7.5" x 2.38"	1/4 Page

ELECTRONIC SPECIFICATIONS:

Technical Specs: Print-Ready PDF from Macintosh or PC preferred. All fonts must be embedded. We are not able to accept Microsoft files. If you wish to submit native files they must be Macintosh using InDesign (up to CS3), Quark Xpress 6.0, Photoshop, Illustrator or Freehand. Native files must include postscript fonts (embedded or converted to paths) and graphics. Line art must be at least 600 dpi and photos should be 300 dpi. We will not be responsible for the reproduction of graphic elements that do not meet these requirements.

- Ads should be worked up to our specifications, sizes, etc.
- A .25" bleed is required for Full Page ads.
- A laser printout of ad must accompany disk.
- We are not able to accept Microsoft files.

Images for ad files need to be placed at the correct size. The program is printed on a heat-set web press. CMYK images should not exceed 230% maximum density at 300 dpi.

PROGRAM AD RATES:	
Cover Pages:	
Back Cover	\$3,950
Inside Front Cover	\$3,150
Inside Back Cover	\$2,750
Inside Pages:	
Full Page	\$2,500
1/2 Page	\$1,750
1/4 Page	\$1,000
1/8 Page	\$575
<small>(All ads are 4 color)</small>	

E-MAIL ADS: Required materials are PDF, files generated with Acrobat Distiller or Adobe InDesign. Same specs as above. Fonts must be embedded and images must be CMYK. For best results save PDFs with NO compression. E-mailed files must be under 5 MB. For larger files we have an ftp site. Please also send a jpeg of the PDF for visual verification.

Email ads to: ads@saveasproductions.com

DEADLINES: Reservations are due 5:00 p.m. **Friday, December 9th.** Electronic files are due **Friday, December 16th.**

PRODUCTION FEES: Ads that require modification by the production department (size adjustment, photo/logo modification, type corrections, etc.) will be subject to additional hourly fees at \$125.00 per hour. Late ads sent digitally will be subject to a \$50.00 late fee.

CANCELLATION: Cancellation of an ad or a change in its schedule must be received in writing before space reservation deadline. Ads cancelled after reservation deadline will be billed at 100%.

Contact Information:

For ad placement and payment: Lisa Schofield (206) 634-0911 • Email: lisa@nmta.net

Mail Ad Payment to: NMTA, 1900 N Northlake Way, #233 Seattle, WA 98103-9087

For technical ad questions: Tom Buffington (206) 240-8562 • ads@saveasproductions.com

Send ad disks and materials to: SaveAs Productions, 311-19th Ave, Seattle, WA 98122

