

ad rates

4 COLOR	1X	3X	6X	9X	12X
FULL PAGE	\$11,710	\$11,120	\$10,570	\$10,040	\$9,510
2/3 PAGE	\$10,950	\$10,360	\$9,820	\$9,280	\$8,760
1/2 PAGE	\$10,605	\$9,985	\$9,440	\$8,905	\$8,380
1/3 PAGE	\$9,690	\$9,100	\$8,550	\$8,020	\$7,495
1/4 PAGE	\$7,400	\$6,930	\$6,385	\$5,950	\$5,545

COVERS

B&W RATES 75% OF 4/C

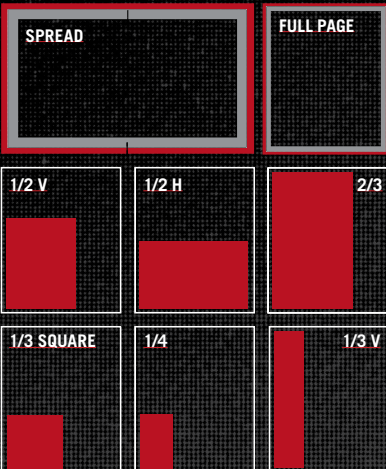
COVER 4	\$13,860	\$13,200	\$12,570	\$11,970	\$11,405
COVER 2	\$13,260	\$12,630	\$12,035	\$11,455	\$10,900
COVER 3	\$12,505	\$11,875	\$11,270	\$10,700	\$10,145

AD SIZE

WIDTH x HEIGHT (in.)

FULL PAGE (BLEED)	8.25 x 10.75
FULL PAGE (NO BLEED)	7.5 x 10
FULL PAGE (TRIM SIZE)	8 x 10.5
SPREAD (BLEED)	16.25 x 10.75
SPREAD (NO BLEED)	15.5 x 10
SPREAD (TRIM SIZE)	16 x 10.5
2/3 PAGE	4.625 x 10
1/2 PAGE (HORIZONTAL)	7 x 4.75
1/2 PAGE (VERTICAL)	4.75 x 7
1/3 PAGE (VERTICAL)	2.25 x 10
1/3 PAGE (SQUARE)	4.75 x 4.75
1/4 PAGE	3.75" x 4.75

ad sizes



REVOLVER SHIPPING INSTRUCTIONS FOR ADVERTISING MATERIAL:

REVOLVER C/O ALANA ZINN
FUTURE, US INC.
149 5TH AVENUE, 9TH FLOOR
NEW YORK, NY 10010

TELEPHONE:

ALANA ZINN
ADVERTISING MANAGER
646.723.5473

FAX:

646.723.5490

REVOLVER CIRCULATION:

150,000

REVOLVER FTP INFO

ADDRESS:

PRODUCTION.FUTURENETWORKUSA.COM

USER NAME: REVOLVER

PASSWORD: METAL

Email janene@guitaronemag.com to alert that files have been uploaded to site.

mechanical requirements

FILE FORMAT Files must be submitted in Adobe InDesign, Adobe Photoshop, Adobe Illustrator, .EPS, TIFF, or .PDF file. All fonts (screen and printer) and/or images used in the document must be included on the disk with the ad. All files/colors must be converted to process color (CMYK) or grayscale (halftones). Ads submitted in programs other than those listed above, must be saved as a .PDF, TIFF, or .EPS file with all fonts embedded, built at 100% to size @ 300 dpi and with bleed if needed. Do not send .JPEG files. Do not send RGB files. Any ads needing additional work (ie. fixing bleeds, font problems, etc.) will accrue charges for which the advertiser is responsible.

Future, US requires that all ads are provided digitally. Any ad sent in film format will be copy-dot scanned and the client will be charged accordingly. If film is used it must be provided Right Reading Emulsion Down (RRED), SWOP Standard at a line screen of 133 lpi. A Matchprint or ColorKey must be provided.

ELECTRONICALLY TRANSMITTED FILES

Future, US can accept files sent electronically to our FTP site. Please make sure all elements are included. Please compress all files to limit file size and risk of corruption. **Include the name of your company in the file.** Problems should be directed to the Production Coordinator Janene Fudzinski: janene@guitaronemag.com or 646.723.5418.

PROOF PRINTS

A proof must be submitted with all ads. The proof print must show all pictures, elements, and type as they appear in the

REVOLVER

The world's loudest rock magazine!

contract & copy regulations

- A.** All advertisements, contracts and insertion orders are accepted subject to terms and regulations of this rate card. All advertising is subject to Publisher's approval.
- B.** Positioning of advertisements is at the discretion of the Publisher, except where specific preferred position are covered and agreed by contract.
- C.** Short rate will apply if advertiser has not earned billed rate at end of contract period. Rate will be made out at end of contract period if advertiser has used sufficient additional insertions to earn lower rate.
- D.** Publisher assumes no liability for errors in key numbers, free information numbers, or advertisers index, or failure to publish advertisement for any reason.
- E.** Advertiser and advertising agency assume liability for all content of advertisements printed, and also assume responsibility for any claims arising therefrom made against the Publisher.
- F.** Client assumes full responsibility for all payments in the event of agency (acting or otherwise) default.

final ad. Color ads should include a color proof. **Future, US will not be responsible for matching color proofs exactly**, since the proofing process and the printing process use different materials. **Future, US will not be, in any way, responsible for any ads sent without a printed proof.**

SPOT COLORS AND METALLIC INKS

Revolver can print spot colors and metallic inks that are specified within the Pantone Color Matching System. Rates will be submitted based on request and depend on color specified. All spot colors, unless otherwise requested and approved will be converted to process colors (CMYK). Note: not all spot colors convert to process and color shifts are unavoidable. Revolver will not be responsible for matching colors that need to be converted.



2007

production schedule

ISSUE DATE	SPACE CLOSE	MATERIALS DUE	ON SALE
JANUARY #52	10.18.06	10.25.06	11.28.06
FEBRUARY #53	11.15.06	11.22.06	12.26.06
MARCH #54	12.13.06	12.20.06	01.23.07
APRIL #55	01.17.07	01.24.07	02.27.07
MAY #56	02.14.07	02.21.07	03.27.07
JUNE #57	03.14.07	03.21.07	04.24.07
JULY #58	04.11.07	04.18.07	05.22.07
AUGUST #59	05.09.07	05.16.07	06.19.07
SEPTEMBER #60	06.13.07	06.20.07	07.24.07
OCTOBER #61	07.11.07	07.18.07	08.21.07
NOVEMBER #62	08.15.07	08.22.07	09.25.07
DECEMBER #63	09.12.07	09.19.07	10.23.07
JANUARY #64	10.17.07	10.24.07	11.27.07
FEBRUARY #65	11.14.07	11.21.07	12.25.07