

## Material Accepted

### Media:

CD and DVD-R, call for FTP instructions, film not accepted

### Color:

CMYK, BW

### File Format:

PDF/X-1a, HR PDF

All raster files should be 300ppi at 100% final size.

**Files larger than 6 MB cannot be sent via email.**

**All files will be discarded one year after publication date** unless publisher receives written instructions to the contrary.

## Inserts

Furnished by advertisers (shipped prepaid) ready for binding. B&W earned rates apply. May be applied as page units in earning frequency rates. Specifications, costs and delivery information on request.

## Printing Specifications

Body and covers are printed on web offset. Ad proofs must be to SWOP standards. Binding: saddle stitched. See Standard Rate and Data Service Print Media for additional details. Line screen: 175 lpi cover, 150 lpi body. Ink Density: 300%

*No other publication has more Air Force decision-maker readership.*

**Period.**

## 2011 Rates & Specifications

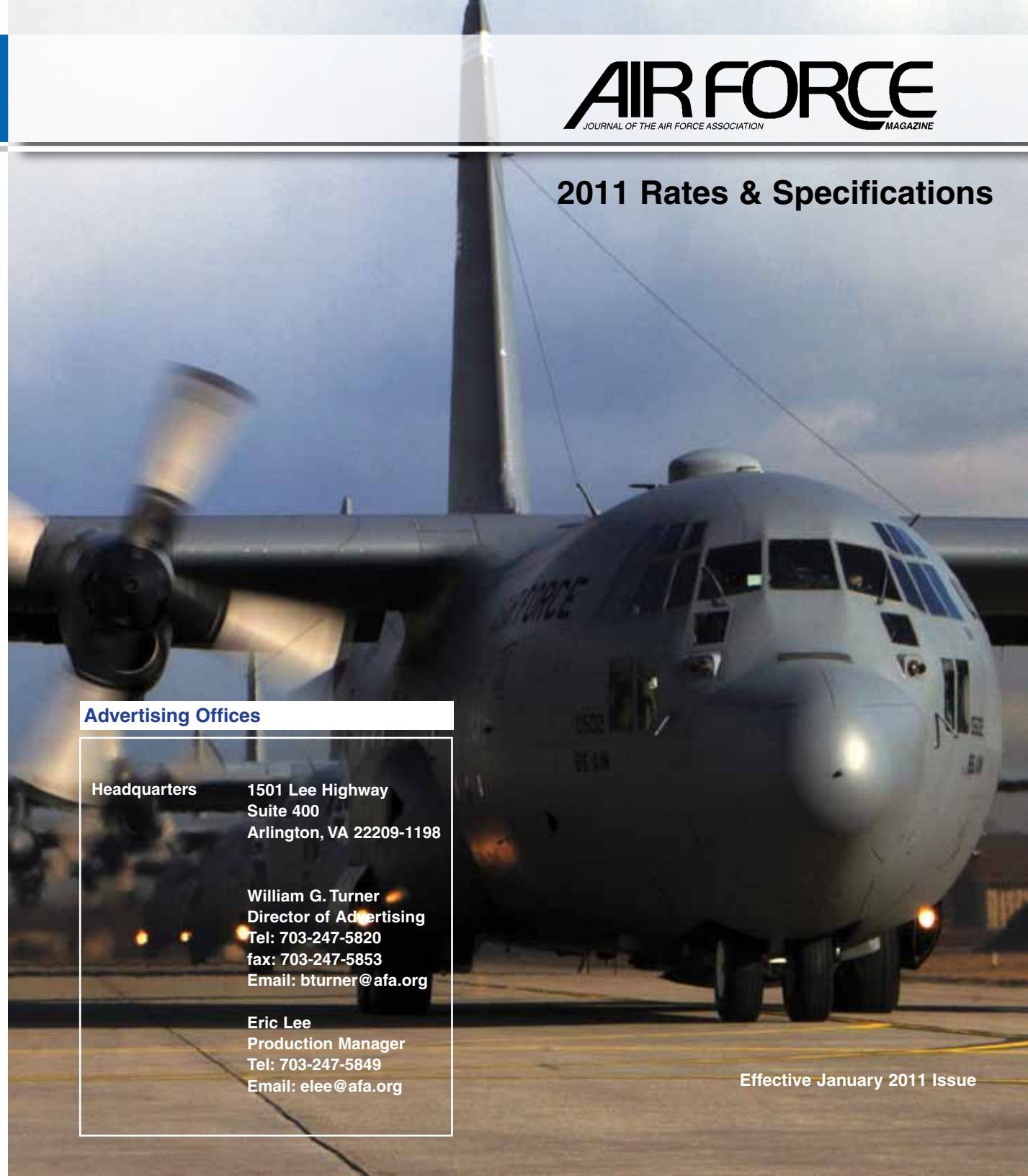
### Advertising Offices

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Effective January 2011 Issue



## General Advertising Gross Rates

### FOUR COLOR

	1x	3x	6x	12x	18x
Full Page	\$9,430	\$8,880	\$8,590	\$8,130	\$7,670
2/3	7,070	6,890	6,690	6,580	6,400
1/2	5,900	5,770	5,590	5,290	4,980
1/3	4,580	4,460	4,350	4,150	3,900
1/6	3,280	3,230	3,180	3,040	2,920
Cover 2	9,700	9,500	9,300	8,900	
Cover 3	9,500	9,300	8,900	8,600	
Cover 4	10,000	9,600	9,500	9,100	

### BLACK & WHITE

	1x	3x	6x	12x	18x
Full Page	\$7,500	\$7,310	\$7,030	\$6,560	\$6,090
2/3	5,490	5,310	5,110	5,010	4,630
1/2	4,330	4,190	4,010	3,630	3,410
1/3	3,000	2,890	2,770	2,570	2,330
1/6	1,700	1,650	1,590	1,460	1,350
<b>Additional color \$700</b>					

Rates are based on insertions used during term of advertiser's contract within 12-month period. Each page of spread inserts will be counted as one insertion toward earning frequency rate. Bleed page-no charge. Any advertiser not fulfilling contract will be short-rated to the actual earned frequency amount.

**Agency commission:** 15% of the gross to recognized agencies if paid within 30 days. No cash discount. All guaranteed positions require a 10% premium.

## Copy & Contract Regulations

The acceptance or execution of an order is subject to publisher's approval of copy, text, display and illustrations.

The liability of the publisher for any error for which it may be held legally responsible will not exceed the cost of the space ordered or occupied by the error. The publisher specifically assumes no liability for errors in key numbers. The publisher will not, in any event, be liable for loss of income or profits or any consequential damages or extra contractual relief.

## Cancellations

No cancellations will be accepted after the Space closing date.

## Mechanical Requirements

space units	width	depth
1 page	8.125"	10.875"(trim) 7"x10"(safety)
2/3 page	4.5625"	9.72"
1/2 page	4.5625"	7" (vert or horiz)
1/3 page (sq)	4.5625"	4.5625"
1/3 page (vert)	2.125"	9.72"
1/6 page	2.125"	4.75"
Gutter Bleed spread size: 15.125" x 10"		
Bleed Spread size: 16.25" x 10.875"		
Bleed: Page Size: 0.125" all around		
Trim Size: 8.125" x 10.875"		

**Maintain 3/8" safety from publication trim for live matter.** Bleed insertions should be designed to run on either left or right pages. Position instructions are required for specified left or right pages, bleeds, and under normal size ads.