

Ad Sizes & Rates

GENERAL ADVERTISING RATES

B&W	1X	3X	6X	12X	24X
Page	\$ 8,640	\$ 8,210	\$ 7,780	\$ 7,340	\$ 6,910
2/3	6,740	6,400	6,070	5,730	5,390
1/2	5,180	4,920	4,660	4,400	4,140
1/3	3,460	3,290	3,110	2,940	2,770
1/6	1,900	1,810	1,710	1,620	1,520

FOUR-COLOR	1X	3X	6X	12X	24X
Page	\$12,100	\$11,500	\$10,890	\$10,290	\$9,680
2/3	9,680	9,200	8,710	8,230	7,740
1/2	7,500	7,130	6,750	6,380	6,000
1/3	5,080	4,830	4,570	4,320	4,060

DIRECT RESPONSE ADVERTISING RATES

B&W	1X	3X	6X	12X	24X
Page	\$6,050	\$5,750	\$5,450	\$5,140	\$4,840
2/3	4,720	4,480	4,250	4,010	3,780
1/2	3,630	3,450	3,270	3,090	2,900
1/3	2,420	2,300	2,180	2,060	1,940
1/6	1,330	1,260	1,200	1,130	1,060
1/12	730	730	690	620	580

FOUR-COLOR	1X	3X	6X	12X	24X
Page	\$8,470	\$8,050	\$7,620	\$7,200	\$6,780
2/3	6,780	6,440	6,100	5,760	5,420
1/2	5,250	4,990	4,730	4,460	4,200
1/3	3,360	3,190	3,020	2,860	2,690

PREMIUMS

Cover 2	+15%
Cover 4	+20%
Bleed	+10%

STANDARD UNIT SIZES

Trim Size

Single Page:
8.125"x10.75"
(Live matter must
be kept within 0.5"
of trim size)

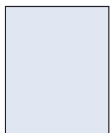
Live Area

Single Page: 7.1"x9.73"
Spread: 14.2"x19.46"

Bleed Size

Single Page: 8.25"x11"
Spread: 16.5"x11"

Full Page
8.125" x 10.75"



Full-Page Spread
16.5" x 11"



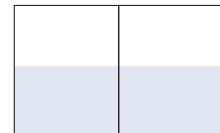
2/3-Page
4.625" x 9.5"



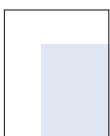
1/2-Page Horiz.
7" x 5"



1/2-Page Horiz. Spread
14" x 5"



1/2-Page Island
4.625" x 6.5"



1/3-Page Vertical
2.25" x 9.5"



1/3-Page Square
4.65" x 4.65"



1/6-Page
2.25" x 4.625"



1/12-Page
2.25" x 2.25"



CREATING PDFs

Follow AAAA-MP Standard Specifications for magazine offset web printing. Type size for page is 1335 lines to the column; 405 lines to the page.

GENERAL GUIDELINES

- ◆ File Names: Include "NR"_"issue date"_"advertiser name".filetype. Sample: NR_923_companyname.pdf.
- ◆ Set all color information appropriately.
- ◆ PDF files may be supplied if created in Quark Xpress or Adobe InDesign. Images and fonts **MUST** be embedded in PDF files.

LAYOUT

- ◆ Quark Xpress for Macintosh or Windows, version 4.1 or higher.
- ◆ Set document size to the exact size of the ad. Full-page ad is 8.125" x 10.75".
- ◆ For full-page ads, maintain a minimum of 0.5" margins. Items that bleed off the page should extend at least .25" beyond the trim.
- ◆ Remove any custom style sheets prior to submitting files.
- ◆ Colorization of picture-box backgrounds of grayscale tiffs is not supported.
- ◆ Do not set the backgrounds of picture boxes containing scanned images to None unless the enclosed graphic is 1-bit Line Art or an EPS picture with a clipping path.

FONTs

- ◆ The advertiser must supply all fonts necessary for printing the ad.
- ◆ Only Adobe Type 1 fonts from the Adobe Type Library should be used.

PROOFS

- ◆ Sample proof must be supplied with every ad.
- ◆ Supply laser proofs at 100% size.
- ◆ Color output can be helpful for reference, but will not be used as contract proofs.

GRAPHICS

- ◆ All graphic files necessary to print the ad must be supplied in either TIFF or EPS format, without internal compression, such as LZW or JPEG, applied.
- ◆ Color files must be in the CMYK color space or, if the ad is two-color, specify "PANTONE 286 CV" as the second color. One-color ads should use black only.
- ◆ Resolution of scanned images, for grayscale and color halftones, should be 300 dpi, at the size they will be used. Line Art 1-bit scans should be 600-1200 dpi at the size they will be used.
- ◆ Total ink densities of scans and color builds should not exceed 300%.
- ◆ Highlight and shadow points of scanned halftones, either color or grayscale, should not be less than 2% in the highlights or more than 98% in the shadows. Follow SWOP standards for dot gain (20% in the midtone), etc.
- ◆ Duotones are not recommended.
- ◆ Remove any halftone screening information or transfer curves from EPS files.

SEND ANY QUESTIONS OR AD MATERIALS TO:

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