

ADVERTISING SPECIFICATIONS



SIZE	BLEED	TRIM	NONBLEED
Full Page	8 1/4 x 10 3/4	8 x 10 1/2	7 x 10
Spread	16 1/2 x 10	16 x 10 1/2	15 x 10
2/3 Page	5 1/4 x 10 3/4	5 x 10 1/2	4 1/2 x 10
1/2 Page	8 1/4 x 5 3/8	8 x 5 1/8	7 x 4 5/8
1/3 Page	3 x 10 3/4	2 3/4 x 10	2 1/4 x 10
1/3 Square	4 5/8 x 4 7/8		
1/6 Page	2 1/4 x 4 7/8		

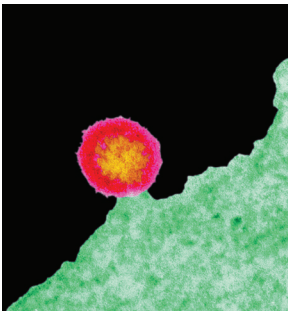
Mechanical Specifications

No bleed charge. Rates for checkerboard units and supplied inserts available from publisher. Split runs are charged at the earned rate plus mechanical costs are noncommissionable. By state: B/W: \$1,300 per change, 4/C: \$1,900 per change; A/B split runs: B/W: \$2,500 per change, 4/C: \$3,000 per change. Live art area for a page is 7 1/2 x 10 inches. Live art area for a spread ad is 15 1/2 x 10 inches and should not be closer than 1/8 inch to centerfold on each page.



Materials Requirements

DISCOVER currently accepts PDF X-1a. Two (2) SWOP standard color proofs must be provided with ad materials (Kodak approvals preferred). One ruled proof showing position must accompany the materials. 3 Proofing—selection of paper and inks: Use standard SWOP proofing inks, include the GAT F/SWOP proofing bar. Use a 40-lb. basis wt. proofing paper with a brightness of 76. Rotation of colors: Two-color—color first, black last; Four-color—black, blue, red, yellow. Color lasers are not SWOP standard proofs. If a color proof is supplied as a proof, color cannot be guaranteed. The color will be matched as closely as possible. E-mail artwork to jeffenson@discovermagazine.com.



Billing

Agency commission: 15% of gross

Terms: Net due 30 days

Bills are rendered two weeks prior to issue on-sale date

1.5% per month carrying charge from date of invoice if unpaid after 60 days

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