



RATE SHEET

55,000 COPIES PER ISSUE

(Effective January 1, 2012. All rates are net and include a live ad in the OC FAMILY digital magazine.)

BLACK & WHITE ADS	Open	3x	6x	12x
FULL	\$3,856	\$3,031	\$2,705	\$2,558
HALF	\$2,178	\$1,705	\$1,496	\$1,381
QUARTER	\$1,194	\$935	\$831	\$765
EIGHTH	\$671	\$534	\$457	\$435

PREMIUM POSITIONS	Open	3x	6x	12x
BACK COVER	\$5,290	\$4,310	\$3,945	\$3,780
INSIDE FRONT COVER	\$4,705	\$3,825	\$3,505	\$3,355
INSIDE BACK COVER	\$4,495	\$3,665	\$3,350	\$3,205
TWO-PAGE SPREAD	\$6,135	\$4,820	\$4,305	\$4,070

Color (per insertion)

Second color: \$250
4-color process: \$350

Each additional magazine

Second color: \$250
4-color process: \$350

Combo rates

Any two magazines

10% discount on second magazine

Any three magazines

15% discount on second & third magazines

Guaranteed position

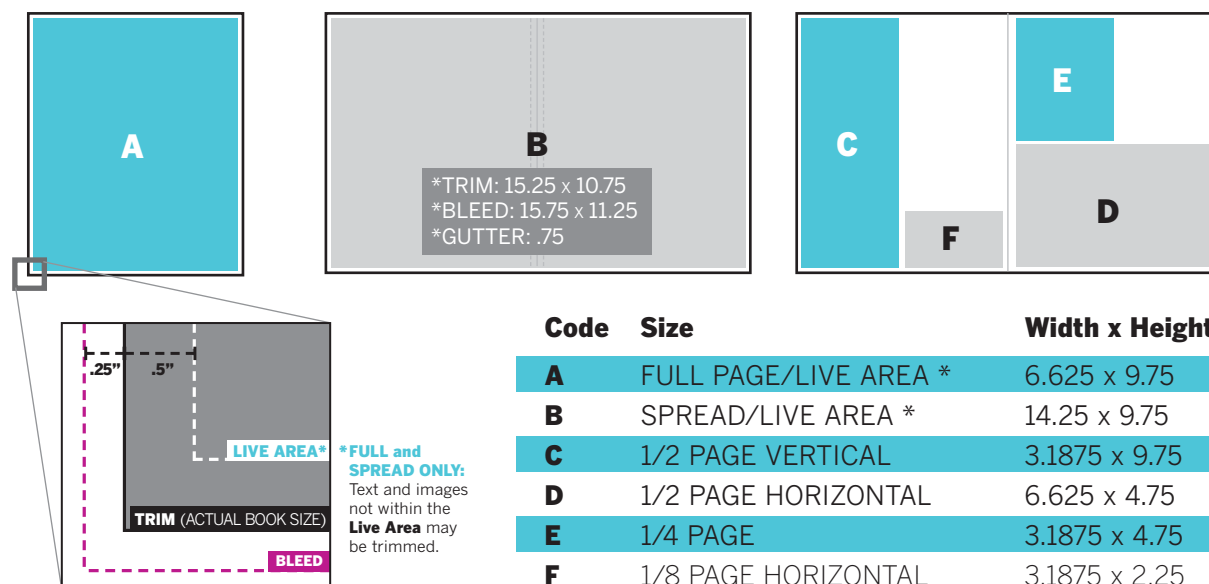
Additional 10% of total ad rate
for 1/2 page or larger



AD DIMENSIONS

SINGLE PAGE SIZE

Trim (finished size): 7.625 x 10.75 **Bleed:** 8.125 x 11.25
 (All measurements given in inches • Effective January 1, 2012)



PRODUCTION FEES

Rates include two proofs of revisions.
Additional proofs or revisions are \$25 each.

CAMERA-READY INFORMATION

- Ads may be submitted as native layered files (with all collected/packaged necessary files & fonts), PDFs or other high-resolution formats.
- Acceptable formats for camera-ready submissions:** *.PDF, *.EPS, *.AI, *.PSD, *.TIF, *.INDD
- Ads may be submitted via CD/DVD, e-mail or FTP.
 - Ads that have relatively small file sizes (8MB or less) may be e-mailed to your account executive.
 - FTP site information to upload ads or materials are available by request.
- We cannot accept camera-ready files created in:** Adobe Pagemaker, Microsoft Publisher, Microsoft Word or any other non-graphic program.

PRINTING INFORMATION

- 133-line screen
- All magazines are produced and proofed digitally.
- Churm Media uses Adobe InDesign, Adobe Illustrator and Adobe Photoshop, all on the Macintosh platform.

FONT INFORMATION

- Include ALL font files (Adobe Postscript preferred), and include any fonts that were used to create *.EPS, *.AI or *.INDD files, as well. We cannot accept any True Type fonts. If using True Type fonts in your documents, **please convert all type to outlines before submitting.**
- When using Adobe Illustrator to create an ad or any elements included within an ad, **please make sure all type is converted to outlines, or font files are included when submitting ad files.**

IMAGE INFORMATION

- Include ALL placed artwork, embedded graphics and all other relevant materials. File formats for any images provided must be *.PSD, *.TIF or *.EPS. When saving a file as an *.EPS, please make sure that there is no JPEG encoding. Please do not save any *.TIF files with LZW compression. **All image resolution must be at least 300 dpi.**
- Please make sure your 4-color images are CMYK (not RGB or pantone) to ensure proper printing of your ad.
- Any ads created on a PC must be translated to an *.EPS file, which can be read by Adobe Illustrator or Adobe Photoshop. If you are using CorelDraw!, please convert all text to curves and export your ad to an *.EPS or *.AI (Adobe Illustrator) file.

**For questions, please contact
 949.757.1404 Ext. 228.**