

Black & White

4 Color

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SIZE	1X	3X	6X	1X	3X	6X
Full Page	\$1,750	\$1,650	\$1,470	\$2,340	\$2,220	\$1,980
2/3 Page	\$1,390	\$1,310	\$1,165	\$1,830	\$1,720	\$1,550
1/2 Page	\$1,155	\$1,090	\$ 970	\$1,560	\$1,465	\$1,320
1/3 Page	\$ 865	\$ 815	\$ 725	\$1,260	\$1,190	\$1,160
1/6 Page	\$ 480	\$ 450	\$ 400	\$ 675	\$ 630	\$ 570
Cover 2 (inside front cover) & Cover 3 (inside back cover)				\$2,900	\$2,615	\$2,325
Cover 4 (back cover)				\$3,266	\$2,940	\$2,615
Audio Kiosk (for single title announcements)				\$ 350	\$ 325	\$ 300
Marketplace (published periodically)*				\$ 200		
Online Connectivity	E-LINK			\$ 400		
	XL - Expanded Listing			\$ 125		
Sound Clips (Up to 5 minutes each)				\$ 60 each	1-9 clips	
				\$ 50 each	10-99 clips	
				\$ 40 each	100-199 clips	

*Check with Advertising Director for more details about specifications and publishing dates.

Premium Positions for Print Edition—

A 10% premium is charged per insertion for guaranteed placement.

Page 1

Opposite cover 2

Page 2

Opposite Table of Contents

Opposite “Editor’s Notes”

Typically page 4

Adjacent to “Yurika!” and “AudioOpinion”

Everybody reads the op-ed pages.

Opposite “Letters”

The Point/Counterpoint of the audiobook industry

Opposite “Editor’s Picks”

Listing of the top 10 picks by our editorial staff

Opposite First Page of Reviews

Our Readers’ Survey says this is the best read section

“Listening Librarians”

News and ideas for librarians and teachers

“Index of Titles”

Listing of all titles reviewed

Copy and Contract Requirements

- Advertisements subject to publisher’s approval.
- Advertisers are responsible for text and representation as submitted.

Publication and Closing Dates

- Cancellations cannot be accepted after space closing date.
- Closing dates and materials deadlines are listed on the back side of this rate card.

Payment Terms

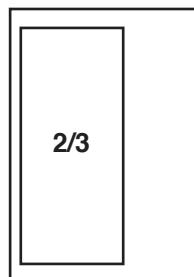
- Space is invoiced at closing date.
- Payment is due upon receipt of invoice.
- Advertising not accepted from overdue accounts.
- Overdue invoices are subject to a service charge.
- Payment for ads in Audio Kiosk is due upon receipt of materials.



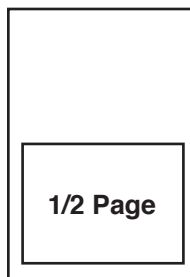
<p>February/March 2005 Space: Friday, November 12, 2004 Materials: Monday, November 22, 2004</p>	<p>August/September 2005 Space: Friday, May 13 Materials: Monday, May 23</p>
<p>April/May 2005 Space: Friday, January 14 Materials: Monday, January 24</p>	<p>October/November 2005 Space: Friday, July 15 Materials: Monday, July 25</p>
<p>June/July 2005 Space: Friday, March 18 Materials: Monday, March 28</p>	<p>December 2005/January 2006 Space: Friday, September 15 Materials: Monday, September 26</p>



7-1/4" x 9-15/16"
- within margins

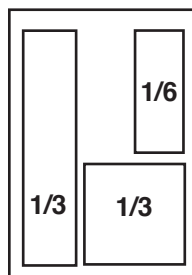


2/3 = 4-3/4" x 9-15/16"

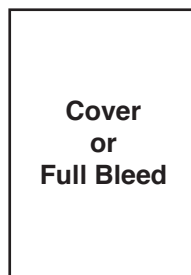


1/2 = 7-1/4" x 4-7/8"

Magazine Trim size 8 3/8" x 10 7/8"



1/3 = 4-3/4" x 4-7/8" - square
1/3 = 2-1/4" x 9-15/16" - vertical
1/6 = 2-1/4" x 4-7/8"



Trim size 8 3/8" x 10 7/8"
Bleed-add 1/8" of image
outside of crop marks
ON ALL FOUR SIDES

PRINT Specs

- Printing - Web offset. SWOP standards apply
- Perfect Bound
- Trim Size: 8-3/8" x 10-7/8"

Digital Requirements

- **Illustrator 10.0** - send .ai file **and** .eps file; all **fonts** must be **converted to outlines**; all **images** must be **embedded**; please send all fonts/graphics
- Must supply match print or color proof.
- **Quark 6.1** - send working file **and** .eps file plus all fonts/graphics. (magazine is produced in this layout software)
- You must supply match print or color proof.
- **PDF** - if you would like to send a .pdf, please email **Jen Steele** at jensteele@audiofilemagazine.com for the proper distiller instructions.
- Ads can also be in .tif or .jpg format **SAVED** in a MAC format.
- Ad **MUST** be CMYK and at least 300 dpi resolution
- Please remember to embed all fonts.
- **FTP site**- you can post your file on our ftp site instead of sending a CD. Put your files in a folder, **THEN THE FOLDER MUST BE STUFFED or ZIPPED**. Use **FETCH** or a similar uploading program to access our site. Type in the following when prompted:
HOST: 209.200.74.96
USER: adv
PASSWORD: advert
Place the stuffed folder in the ADV directory.

PLEASE NOTE: Even if you upload, you **MUST STILL SEND** a match print or hi-res color copy via the mail in order for us to have a proof to go by.

SOUND CLIP Requirements

- **LENGTH:** 5 minutes; clips longer than 5 minutes will be returned for editing.
- **FORMAT:** Unencoded sound files (.WAV or .AIFF) are preferred, although .mp3 files are acceptable. No RealAudio files, please.
- **MEDIA:** Sound clips may be delivered by email, audio CD, zip disk or uploaded to our ftp (see instructions above). If emailing, use: sound@audiofilemagazine.com

ONLINE Marketing Page Requirements

- Page will display the advertisers' fully functional Web site (or other provided url) within a frameset on an AudioFile page. Advertisers without Web sites may choose to display a static image. That image must be in 72 dpi GIF or JPEG format, 560 pixels wide by 575 pixels high.
- Banner - 120 pixels wide by 60 pixels high is needed to link to the Online marketing page.