



# RATE CARD & AD SPECS

## ADVERTISING RATES (PER AD)

Includes Color	1-2X	3-5X	6-11X	12X
Full Page	\$1065	\$965	\$875	\$795
1/2 Page	\$855	\$775	\$695	\$635
1/3+ Page	\$746	\$665	\$615	\$565
1/3 Page	\$635	\$575	\$525	\$475
1/4 Page	\$525	\$475	\$435	\$395
1/6 Page	\$415	\$375	\$346	\$325
Business Card (Runs 4-Color)**				\$195
Front Cover Banner	\$5000 (each)			

## SPECIAL PLACEMENT

Back Cover	\$1595	\$1446	\$1315	\$1195
Inside Front/Back	\$1275	\$1155	\$1055	\$965
Fixed/Special Position (other)	10% additional			

## AD SIZES – INCHES

	Width	Height
Back Cover	7.25	9.0
Full Page	7.25	10.0
1/2 Page 3-Col.	7.25	4.875
1/2 Page 2-Col.	4.75	7.5
1/3+ Page 2-Col.	4.75	6.125
1/3 Page 2-Col.	4.75	4.875
1/3 Page 3-Col.	7.25	3.125
1/4 Page 2-Col.	4.75	3.625
1/4 Page 3-Col.	7.25	2.25
1/6 Page 2-Col.	4.75	2.25
Business Card	3.25	2.0
Front Cover (Bottom) Banner	8.5	1.5

## NOTED INFORMATION

**SCENE TRIM SIZE:** 8.5" wide by 11" deep.  
**FULL PAGE BLEED SIZE:** 9" wide by 11.5" deep  
**FRONT COVER BANNER :** 9" wide by 1.75" deep  
**SCENE is a 3-column format:** Columns measure 2.25" wide by 10" deep (.25" gutters)

Frequency discounts apply when total insertions are determined at the time the contract is signed. Ads placed one at a time may not accumulate for a credit at the end of the contract year. Rates subject to change without notice. Advertisers are protected on rates through the term of their contract. Penalties for failure to complete contract will involve a prorate back to the earned rate as well as the unearned 12-time benefits.

\*\*This is a rate holder, allows 12X rate for larger ads. When larger ads run (max 6X), the Business Card ad runs free. Non-profit discounts and agency commissions do not apply.

**PROTECTIVE CLAUSE:** Advertisers and their agencies assume liability for all content including text, representation, and illustrations in advertisements printed. They also assume responsibility for claims arising therefrom made against the publisher. The publisher reserves the right to reject any advertisement not in keeping with publications standards.

**NOTE: Artwork and editorial created by Scene Magazine may not be used or reprinted without permission.**

## ADDITIONAL CHARGES & TERMS

**TERMS:** Payment due upon receipt. 1.5% monthly charge on accounts over 30 days. Non-Profit Discount: 5% (applies to non-profit organizations only.)

**CONTRACT CANCELTION FEE:** \$150, plus an additional amount prorated back to the earned rate for each ad that has already run in Scene Magazine.

**CLOSING DATES – Ad Placement / Materials:** 25th of the month prior to publication (cancellations not accepted after this date and must be made in writing). **Editorial:** 25th of the month prior to publication. Editorial published as space allows and is subject to dated material and Editor's approval.

## SUPPLYING ADS & EDITORIAL

**EMAIL PDF FILES:** Press Level PDF with fonts embedded.

**PROGRAMS USED:** InDesign, Illustrator, PhotoShop (CC2017).

**OPERATING SYSTEM:** Macintosh OS X

**EPS FILES:** Require type as outlines or paths. Colors: CMYK

**PHOTOS / PIXEL IMAGES:** Must be saved at 300 dpi or greater – at or above 100% of size used within the document. JPEG, TIFFS, EPS files preferred. **NOTE: images from Web pages are often not of printing quality and require original images or a hard copy for scanning.**

**EDITORIAL:** Most word processing programs are accepted. Best results when saved as Word or Google Doc files.

**NEED ASSISTANCE?** Our art department can help if you're having trouble supplying your files in the preferred formats.

## Online Interactive Links:

Your ad is linked directly to your website or email in the INTERACTIVE issue of Scene. This service is provided **FREE of charge**. Past issues are always available online at [scenepub.com](http://scenepub.com).