

# Rutland

MAGAZINE

## 2018 Rates & Specifications EFFECTIVE September 15 2018

*Rutland Magazine*...**BUILDING ON COMMUNITY**

*Rutland Magazine* is a four-color magazine, published quarterly.

This publication is dedicated to all of the positive elements that make this region a great place to live, work, and raise a family.

*Rutland Magazine* is a publication of Mad Dog Ink LLC . **OUR TENTH YEAR**

AD LAYOUT SPECS	AD SIZE	WIDTH	HEIGHT
PDF format, all images 300 DPI. Convert Pantone colors to CMYK. Do not use Spot color, please embed all fonts.	Full Page	7 5/8	9 13/16
	Full Page Bleed	8 5/8	11 1/8
Black & White ad in grayscale formatting.	2/3 Page	5	9 13/16
	1/2 Page (horizontal)	7 5/8	4 13/16
If you're unable to send PDFs, send documents with all supporting fonts & graphics.	1/2 Page (vertical)	5	7 3/8
	1/3 Page (horizontal)	5	4 13/16
Layout charges may apply if rework from other applications is required.	1/3 Page (vertical)	2 3/8	9 13/16
	1/6 Page (horizontal)	5	2 3/8
	1/6 Page (vertical)	2 3/8	4 13/16

### PRINTING

Offset, four-color; saddle stitched, (CMYK)

For more information about advertising in *Rutland Magazine* call 802-672-2411 or e-mail: rutlandmagads@vermontel.net



ADVERTISING RATES	One Issue	Two* Issues	Four* Issues
1/6 Page B&W	\$285	\$265	\$245
4 color	\$415	\$375	\$345
1/3 Page B&W	\$485	\$445	\$395
4 color	\$675	\$565	\$515
1/2 Page B&W	\$655	\$595	\$535
4 color	\$855	\$735	\$635
2/3 Page B&W	\$825	\$735	\$665
4 color	\$1025	\$855	\$745
Full Page B&W	\$965	\$895	\$805
4 color	\$1,105	\$975	\$875
Covers Inside Front			
Inside Back	\$1,245	\$1,145	\$1,045
Outside Back			

\* Per Issue Pricing

*Preferred position in the magazine requires 10 percent premium.*

Glossy, full-color quarterly published February, May, August, November

Readers will see people and events they know in *Rutland Magazine*.

Readers will learn more about their neighbors and people they do business with by reading *Rutland Magazine*.

The accomplishments of the people, businesses and organizations in the community will always be featured in *Rutland Magazine*. Photographs and art appearing in *Rutland Magazine* will originate locally.

*Rutland Magazine* will always positively promote Rutland and the greater Rutland area. *Rutland Magazine* will be pleasing to the eye and a pleasure to read.

The advertising in *Rutland Magazine* will always have balance with editorial content.

The advertising in *Rutland Magazine* will be creative and of the highest quality.