

Saratoga Living

2011 RATE CARD

AD DIMENSIONS



Full page
8.187" x 10.875"
With bleed
8.687" x 11.375"
Keep type within
7.687" x 10.375"



2/3 page vertical
4.625" x 10"



1/2 page horizontal
7" x 4.625"



1/2 page island
4.625" x 7.375"



1/3 page vertical
2.25" x 10"



1/3 page square
4.625" x 4.875"



1/12 page square
2.25" x 2.375"

1/6 page vertical
2.25" x 4.875"
1/6 page horizontal
4.625" x 2.375"

RATES

(All rates are for full color ads. ROP)

AD SIZES	1x	4x
BACK COVER	\$2,795	\$2,195
INSIDE FRONT	\$2,495	\$1,995
INSIDE BACK	\$2,495	\$1,995
FULL PAGE	\$1,495	\$995
2/3 PAGE	\$1,249	\$695
1/2 PAGE	\$1,195	\$595
1/3 PAGE	\$845	\$395
1/6 PAGE	\$495	\$295
1/12 PAGE	\$295	\$195

SPECIALTY SECTION AD RATES

(Saratoga Shopping, Saratoga Eating, etc . . .)

AD SIZES	1x
FULL PAGE	\$900
2/3 PAGE	\$600
1/2 PAGE	\$450
1/3 PAGE	\$300
1/6 PAGE	\$150
1/12 PAGE	\$75

- Ads are agency commissionable when placed by a legitimate agency of record.
- We reserve the right to charge a fee for needed production work.
- Contact us for special Non-Profit/Charitable organization rates.

5% discount for pre-payment

DEADLINES

ISSUE	MAILING	RESERVE BY	AD MATS
SPRING	MID-MAR	FEB 10	FEB 14
SUMMER	MID-JUNE	MAY 12	MAY 14
FALL	MID-SEPT	AUG 11	AUG 13
WINTER	MID-NOV	OCT 20	OCT 22

CLIF MARK Director of Marketing

marketing@saratogaliving.com

c: 518.533.8313 | o: 518.584.7500 Ext. 2

PROGRAMS:

Adobe CS3, CS4, CS5 InDesign, Illustrator, Photoshop
Microsoft Word should be used for copy only.

IMAGES & FILES:

Hi-Res (300dpi TIFFS; Bitmap 1200 dpi) CMYK only.

For Photoshop files, size to 100% of ad dimension and flatten.

For InDesign files, please package (include fonts and linked images) before sending.

For Illustrator files, all images should be embedded. We recommend converting type before sending.

FONTS:

Mac Postscript or Open Type fonts only. Provide each version of font used. Do not menu style.

COLOR:

CMYK only. Black type should be 100% black. Large solid areas of black should be 100% black and 40% cyan. Any proof for guidance on press should be an iris, SWOP approved proof or AGFA Pressmatch. Colors in file should be labeled by the CMYK breakdown. Remove all colors not in use.

PDF:

Needs to meet the above requirements and be high-resolution press quality (created using Postscript and Acrobat Distiller). All fonts and all images MUST be embedded.

* if PDF does not meet our specs it will be opened and saved in Photoshop as a TIFF.

SIZE:

Ad must be designed to the exact dimensions.

TO UPLOAD YOUR FILES:

To upload your files via our dropbox, go to:

<http://www.saratogaliving.com/dropzone>

Password: living

Please note that the maximum file size is 200MB. If you need to upload larger files please contact us for FTP information.

SHIPPING

Address all ad materials to:

For US Postal Service:
SARATOGA LIVING LLC
P.O. Box 5
Saratoga, N.Y. 12866

For FEDEX and UPS:
SARATOGA LIVING LLC
19 Lougherry Rd.
Saratoga, N.Y. 12866

PROGRAMS:

NO QuarkXPress, PageMaker or Freehand. NO PC programs (including but not limited to: Publisher, PowerPoint, Corel and Word).

IMAGES:

NO RGB JPEG, GIF or QuickTime picture viewer. NO low-res or web images. NO images enlarged or reduced over 15% of original size. NO images constrained and the resolution increased. An example: 4 x 5, 72 dpi resolution changed to 4 x 5, 304dpi, is not press quality. If there is type (not recommended) and it is black, it should be 100% black (not four-color black). Large solid areas of black should be 100% black and 40% cyan. There should be no layers (flatten image).

FONTS:

NO PC or multiple master fonts. NO truetype fonts. NO menu style fonts. NO black type as four-color black. NO small white or knockout type. NO damaged or slightly damaged fonts.

COLOR:

NO spot, Pantone, fifth or RGB colors. NO four-color black type. NO colors in file labeled as "new color," "dark green" or some other description of color.

PDF:

NO low-resolution PDF. NO PDF's created with: JPEG or Quicktime picture viewer, or RGB images. NO low-res images, RGB, spot, 5th or Pantone Colors. NO fonts not embedded or images not embedded.

SIZE:

Ad NOT built to the exact dimensions. Please see front for sizes.

STYLE SHEETS:

NO files with style sheets.

PRODUCTION CHARGES:

Any advertiser or agency sending materials not conforming to the our specifications will be billed for any charges needed for preparing materials for publication. Production work deemed necessary by Publisher will be billed at \$100/hour. Publisher reserves the right to run last ad or charge advertiser for unused space if material is not received by deadline.

For specific questions about the preparation and formatting of ad materials, call your sales rep.

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VERA KASSON Advertising Director

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