



Saratoga Living

INCLUDING THE FOOTHILLS OF THE ADIRONDACKS



2010 Rate Card

Ads are agency commissionable when placed by a legitimate agency of record.
 We reserve the right to charge a fee for needed production work.

A 5% discount is available for pre-payment by check.



Ad Dimensions



Full page trim size
 8.187" x 10.875"
 Bleed: 8.687" x 11.375"
 Subtract 1/4" for type
 safety to give final live
 TYPE dimension of
 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"



1/6 page vertical
 2.25" x 4.875"



1/6 page horizontal
 4.625" x 2.375"

1/12 page square
 2.25" x 2.375"

Rates (All rates are for full color ads.)

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

Offering Incentives for New & 1st time Advertisers!

Contact our Advertising Director
 Alisa DiBlasi
 p. (518) 677-2019
 f. (518) 677-8066
 advertising@saratogaliving.com

NEW!!!
 Early date for Winter gets **YOUR Message Out** in time for the holiday shopping season!

*Remember: Our Summer issue is out in advance of track season!

new date for WINTER!

Deadlines

Issue	Mails middle of	Reservation Deadline	Ad Material Due
Spring	March	January 26	January 29
Summer	June	May 12	May 14
Autumn	September	August 11	August 13
Winter	November	October 20	October 22

VERMONT

M A G A Z I N E

2010 Rate Card



EXTEND THE REACH OF YOUR MESSAGE - TO VERMONT!
 Enjoy combined Frequency Rates PLUS 50% OFF On Vermont Magazine Rates!

Issue	Deadline	Size	Color	6x	9x	12x
Jan./Feb.	October 31	Back Cover	Full Color	\$3,255	\$3,095	\$2,895
Mar./Apr.	January 15	Inside Front	Full Color	\$3,055	\$2,895	\$2,695
May/June	March 12	Inside Back	Full Color	\$2,455	\$2,155	\$1,955
July/Aug.	May 7	Full page	Full Color	\$1,895	\$1,695	\$1,595
Sept./Oct.	July 9	2/3 page	Full Color	\$1,495	\$1,355	\$1,295
Wedding Issue	August 13	1/2 page	Full Color	\$1,155	\$995	\$895
Nov./Dec.	September 10	1/3 page	Full Color	\$995	\$895	\$795
Jan./Feb. 2011	November 5	1/6 page	Full Color	\$595	\$495	\$425
		1/12 page	Full Color	\$295	\$245	\$195

www.vermontmagazine.com

PROGRAMS:

Adobe Indesign CS3, Adobe Illustrator CS3 and Adobe Photoshop CS3. Microsoft Word should be used for copy only.

IMAGES:

Tiff, EPS or Bitmap. Hi-Res (304.8 pixels/inch, 120 pixels/cm, Bitmap images 1200 pixels/inch, 472.441 pixels/cm) CMYK only. Image needs to be sized 100% for layout and flatten. If there is type (not recommended) and it is black, it should be 100% black. Large solid areas of black should be 100% black and 40% cyan. Images need to be embedded into Illustrator.

FONTS:

Mac Postscript fonts only, both screen and printer. Provide each version of fonts used, do **not** menu style. 100% black for black type. Please check fonts for damage before sending.

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 Hi-resolution press quality (created using Postscript and Acrobat Distiller). All fonts and all images **MUST** be embedded.
•Please note if PDF does not meet our specs it will be opened and saved in Photoshop as a Tiff.

SIZE:

Ad **MUST** be built to the exact dimensions.

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, 5th 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.

SHIPPING & QUESTIONS

Address all ad materials to:

for Post Office please mail to:

SARATOGA LIVING
PO BOX 159
CAMBRIDGE, NY 12816

for UPS please mail to:

SARATOGA LIVING
891 RT. 22
CAMBRIDGE, NY 12816

for FEDEX please mail to:

SARATOGA LIVING
RT. 22
EAGLE BRIDGE, NY 12057

FTP

[ftp.saratogaliving.com](ftp://ftp.saratogaliving.com)

PC users: type the above address into your Web browser (you must use Internet Explorer). Mac users will need to use Fetch or a similar transmit program. No user name or password is needed, just drop your pdf (files will need to be put into a folder and zipped or stuffed) onto the "Incoming" folder you will not be able to open this folder. Once it has finished uploading please email advertising@saratogaliving.com to let us know your ad is ready to download.

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.

Specific questions about the preparation and formatting of ad materials should be addressed to Bonnie at (518) 677-2019 Ext. 2.