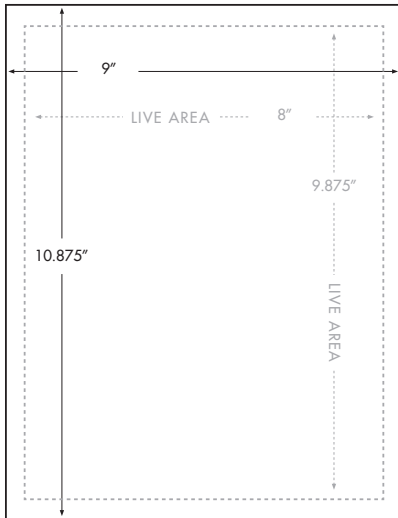




# BOSTON DESIGN

## 2012 Advertising Rates and Specifications



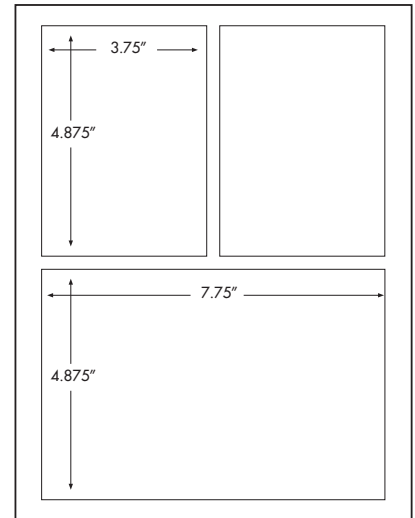
### Mechanical Specifications\*

Trim Size: 9"x10.875"  
 Live Area: 8"x9.875"  
 Bleed Size: 9.25"x11.25"

Full Page  
 9"x10.875"

Half Page  
 7.75"x4.875"

Quarter Page  
 3.75"x4.875"



### Advertising Rates

Quarter Page:.....	\$1,750
Half Page Horizontal: .....	\$3,500
Full Page: .....	\$6,500
Double Page Spread: .....	\$12,000
Three-Page Special†: .....	\$15,000
Inside Front or Back Cover: .....	\$10,000
Next to Editor: .....	\$8,000
Upfront Section: .....	Surcharge of \$1,000

† Two-page advertorial and one-page classic ad

### Production Rates

Production mandatory on any ad designed by Boston Design Guide.

Quarter Page.....	\$250
Half or Full Page .....	\$500
Double Page .....	\$800

Any production cost incurred on supplied ads will be billed at \$75/hr.

### Acceptable File Formats

#### PDF

PDFs generated from Acrobat Distiller should be made with settings based on the "PDF/X1a," "Press Quality" or "Press Optimized" job options. PDFs must have fonts embedded, be **CMYK** and made with high-resolution images that are at least 300 dpi.

#### Native Application Files

- Quark XPress 3.3+, Adobe InDesign 2.0+, Adobe Illustrator 8.0+
- Images need to be CMYK and at least 300 dpi.
- All fonts must be supplied, including those used in placed or embedded images.

All supplied ads must be accompanied by a color proof that complies with SWOP standards. Boston Design Guide cannot guarantee color or content of an ad if a proof is not provided. See Material Requirements for a list of acceptable proofs and advertisement specifications.

A color laser is not considered an acceptable color proof. Boston Design Guide is not responsible for the accuracy of submitted artwork and materials that do not meet specified guidelines.

\***Trim Size:** The finished trimmed page size of the book. **Bleed:** The "extra" image or tint that goes 1/8" beyond the trim to compensate for bindery and trimming errors of the final printed piece. **Live Area:** For all full-page ads, keep critical material such as type at least 1/2" from trim. **Crop Marks:** Should be set at the trim size. For example: On full-page ads Quark or InDesign document should be set to 9"x10.875" with all bleed elements extended past trim 1/8" where necessary.



## 2012 Material Requirements

### GENERAL GUIDELINES

Any and all supplied materials are presumed to be correct and in accordance with SWOP ([www.swop.org](http://www.swop.org)) and stated requirements. Any and all requested changes or alterations to materials supplied to Boston Design Guide by an advertiser must be in writing and done so in accordance with the materials closing date. Publisher will not be held liable for printing complications which may arise due to receipt of non-conforming materials and reserves the right to edit these files.

### Additional Charges

If a press quality digital proof is not supplied, one can be produced for an additional charge. Proof changes and disk intervention on supplied materials will be charged to the advertiser, except for corrections of publisher's errors. On supplied ads, for an additional charge, Boston Design Guide is able to resize the ad, make any necessary type changes and/or replace images. For a complete list of additional charges please talk to your Account Executive.

There will be a production fee of \$250 charged to any ad produced in-house. Any production cost incurred on supplied ads will be billed at \$75/hr. Boston Design Guide is not liable for the accuracy of submitted artwork and materials that do not meet specified guidelines. Additional charges may apply.

### Printing Specifications

20-22% dot gain in midtone values. Heat-set web offset. Perfect binding.

### Prep Specifications

150 line screen. Maximum density in any one area of all colors is not to exceed 300%. For advertising materials supplied with request for use of Pantone Matching System inks, publisher reserves the right to convert to process match colors, as needed.

*Offset reproduction may not match computer generated color proofs.*

### SUBMITTING MATERIALS

**In-House Design:** Supplied materials must include images, logos, all other elements to be included in the ad, along with special instructions, if necessary, including address and phone number, and any other information to appear in the ad. Publisher is not responsible for omission of such information if it is not included/specified.

**Supplied Ads:** Ads must be accompanied by a laser proof printed at 100% and must include full program identification, all related screen and printer fonts including ones from placed images, documents, and support files, including images, logos, etc. A publication-grade, press-quality digital proof must be supplied with all files. If one is not supplied, publisher is not responsible for final output color.

Disks, emailed files and uploads to FTP site must only contain advertisement-related materials. Advertiser/Photographer should be sure they have a duplicate copy of all electronic materials.

Publisher is not responsible for any non-pertinent information supplied to Boston Design Guide. Any and all images submitted will be considered for use in the publication unless otherwise notified in writing.

### Proofs

The following digital proofs are acceptable for color, provided they have been calibrated to SWOP standards (for more information on SWOP standards, see their website at [www.swop.org](http://www.swop.org)): Imation Matchprint™ Digital Halftone Proof CreoScitex Trendsetter Spectrum™ or Proofsetter Spectrum™, Kodak Approval Digital Color Proofing System, IRIS Pro SWOP, FUJI PictroProof, FUJI FinalProof, DuPont Digital WaterProof®, Polaroid PolaProof® Digital Halftone Proofing System. If a proof cannot be provided within SWOP standards, Boston Design Guide will pull a proof at the advertiser's expense.

### Shipping Address

Send your materials to Boston Design Guide, 348 Boston Post Road, Suite 4, Sudbury, MA 01776.

### FTP Site

You can upload your files to the Boston Design Guide FTP site. Contact your Account Executive for instructions.

- Include a pdf or jpg of your completed ad for reference. If one is not included the Publisher is not responsible for final content.
- A press-quality proof must be mailed to the shipping address listed. If one is not received the Publisher is not responsible for final printed color.
- Please compress all material before uploading (.zip, .sit, .sitx) and include your company in the file name.
- Upon completion of upload you must contact your Account Executive with the name of the file and any special instructions/information.

### Email

Some ads and materials under 5MB can be emailed.

Email address: [production@bostondesignguide.com](mailto:production@bostondesignguide.com)

When emailing please include:

- Company name and contact person
- Phone number
- Special Instructions, if any

### MATERIAL INFORMATION

#### PDF

PDFs should be made with "PDF/X-1a," "Press Quality" or "Press Optimized" settings. PDFs MUST be CMYK, made with 300-dpi high-resolution images and have fonts embedded.

### Native Files

- QuarkXPress 3.3+
- Adobe InDesign 2.0+
- Adobe Illustrator 8.0+

### Fonts

Please include both the screen and printer fonts when using PostScript fonts in your ad. Also include all fonts used in placed files, e.g. logos, etc.

### Images

Optimum resolution for all images is 300 dpi at 100% of final print size. Do not enlarge 300 dpi images more than 112%. TIFF files containing text should be at 600, 800 or (preferably) 1200 dpi.

### Colors

All color appearing in your ad must be built from process colors (CMYK). Spot color ads, two and three color ads should be built from CMYK.

### MISCELLANEOUS

- If at all possible, do not use compression software on your files, uploaded and emailed files excluded.
- All disks will be returned after the issue is published provided your name and address are clearly marked on the disk.
- Any intervention by Boston Design Guide or its pre-press house will result in production charges to the advertiser. If we encounter a minor problem with your ad, we will attempt to fix it and let you know what the problem was. If we cannot fix it, we will ask you to correct the problem and submit a revised file.
- Materials for ads needing production are due on closing. Proof of advertisement will not be issued for materials received after closing date.

### Common Problems

The most common problems include images that are too low-resolution, missing Macintosh screen and/or printer fonts, incorrect ad sizes, images that have not been converted to CMYK, text outside the safety area, total ink coverage greater than 300%, ads created in non-standard or Windows applications, and PDFs created without using the proper settings.

### Publisher's Protection

Advertisers agree to indemnify publisher against liability, loss, or expense as a result of claims or suits based on advertisement content.

### Advertising Policy

All advertising is subject to publisher's approval. Boston Design Guide is not responsible for the color or content of ads that are submitted without an acceptable proof or for ads that do not meet specified guidelines.