

Advertising Rate Card #1

Effective February 15, 2002



RAILROADER

Robinson & Associates P.O. Box 8953, Red Bluff, CA 96080 USA

530-527-0141 Fax 530-527-0420

www.7plusrailroader.com mainline@sunset.net

RATE CARD #5

SPACE	1 TIME	2 TIMES	4 TIMES
Color:			
Back Cover	\$400	\$360	\$320
Inside Cover (Front/Back)	\$330	\$297	\$267
Full Page (Inside)	\$310	\$279	\$248
1/2 Page	\$200	\$180	\$160
Bleeds, please add \$35. Leave 1/8" around Live Area. Trim Size: 8 1/2 x 11 (Color prices do not include the cost of film, color separations or in-house work)			
Black/White:			
Full Page (Inside)	\$210	\$189	\$168
1/2 Page	\$130	\$117	\$104
1/4 Page	\$101	\$91	\$81
1/6 Page	\$55	\$50	\$45
Business Card (2" x 3 1/2")	\$45	\$40	\$40

Space Dimensions

Full Page

9 5/8 x 7 3/8

1/2 Page

9 5/8 x 3 5/8 Vertical
4 3/4 x 7 3/8 Horizontal

1/4 Page

4 3/4 x 3 5/8 Vertical
2 5/16 x 7 3/8 Horizontal

1/6 Page

4 3/4 x 2 3/8 Vertical
2 5/16 x 4 7/8 Horizontal

Business Card

2 x 3 1/2

Submissions:

The 7+ Railroader is produced digitally on a PC using QuarkXpress. Our preferred form of data transfer is a diskette, Zip Disk or CD as a Quark, EPS, PDF or Tiff file. You may also submit your files electronically via an e-mail attachment. A hard copy of your ad is required for all formats.

Ad Preparation:

Our professional staff can design a sharp, effective ad for you. Contact us for charges. Charges also apply to any other work that we must perform to make your ad camera-ready. Call 530-527-0141 for details.)

Camera-Ready Positives:

Text or line art on high-resolution Lino or laser output on coated laser paper. Photos should be original 4 x 6 or larger glossy

black/white or color.

Film Negatives:

Artwork must be at least 1200 dpi, 200 lpi screen, negative film, emulsion down, and must be exactly the same size it will appear in the magazine. (**\$20. additional charge for paste-up.**)

Space Reservation Due Dates:

December 1, March 1, June 1 and September 1

Artwork Due Dates:

Camera-ready artwork must be submitted by the following deadlines: December 5, March 5, June 5, September 5.

Publication Dates and Terms:

We publish on February 15, May 15,

August 15, and November 15. Terms are cash, money order, or check with first order. Subsequent ads will be billed upon publication of which the ad appears. We reserve the right to refuse any ad for any reason. Publisher shall not be held liable for any error or omission of any portion of any advertisement. A proof copy will be provided upon request.

Cancellations:

Please, no cancellations after the closing date.

Rate Changes:

Advertising rates may be adjusted at any time if circulation or costs of production warrant.

Thank you for advertising with 7+!