

Rutland MAGAZINE

2011 Rates & Specifications

Rutland Magazine...our people... our communities.

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.

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. Black & White ad must be distilled with grayscale formatting.	Full Page	7 5/8	9 13/16
	Full Page Bleed	8 5/8	11 1/8
If you're unable to send PDFs, send documents with all supporting fonts & graphics. Layout charges may apply if rework from other applications is required.	2/3 Page	5	9 13/16
	1/2 Page (horizontal)	7 5/8	4 13/16
	1/2 Page (vertical)	5	7 3/8
	1/3 Page (horizontal)	5	4 13/16
	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

Rutland
MAGAZINE
VISION

ADVERTISING RATES *Per issue Pricing	One Issue	Two* Issues	Four* Issues
1/6 Page B&W	\$245	\$225	\$205
4 color	\$375	\$335	\$305
1/3 Page B&W	\$445	\$405	\$365
4 color	\$645	\$535	\$475
1/2 Page B&W	\$615	\$555	\$505
4 color	\$815	\$695	\$585
2/3 Page B&W	\$785	\$705	\$635
4 color	\$985	\$815	\$705
Full Page B&W	\$925	\$855	\$765
4 color	\$1,055	\$935	\$835
Covers			
Inside Front			
Inside Back	\$1,205	\$1,105	\$1,005
Outside Back			

Preferred position in the magazine requires 10 percent premium.

Glossy, full-color quarterly published March, June, September, late 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.