



## RESERVATION INFORMATION

Name of Advertiser \_\_\_\_\_ Billing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

(This contract is legal and binding and may only be canceled in writing within 30 days of reservation deadline.)

Signature \_\_\_\_\_ Ad Representative \_\_\_\_\_

## MANUFACTURING RATES

### ADVERTISING DEADLINES — Tentative Schedule

ISSUE..... RESERVATION ..... CAMERA READY..... PUBLISH

**SPRING 2009** ..... Feb. 3..... Feb. 10..... Feb. 27

**SUMMER 2009** ... Apr. 7..... Apr. 14..... May 1

**FALL 2009** ..... July 28..... Aug. 4..... Aug. 21

**HOLIDAY DIRECTORY 2009-** .....

..... Sept. 29 ..... Oct. 6 ..... Oct. 23

### ADVERTISING RATES - NATIONAL

#### 4/COLOR

Ad Unit	1X	2X	3X	4X
Full Page	\$3,270	\$3,130	\$2,970	\$2,770
2/3 Page	2,595	2,465	2,315	2,125
1/2 Page	2,182	2,057	1,917	1,757
1/3 Page	1,515	1,460	1,385	1,295
1/4 Page	1,196	1,151	1,091	1,016
1/6 Page	769	724	664	584

#### Premium Positions - 4/COLOR

Inside Cover - \$3,600 Inside Back Cover - \$3,400 Back Cover - \$4,200

#### BLACK & WHITE – (15% additional charge for 2nd process color)

Ad Unit	1X	2X	3X	4X
Full Page	\$2,396	\$2,256	\$2,096	\$1,896
2/3 Page	1,815	1,685	1,535	1,345
1/2 Page	1,496	1,371	1,231	1,071
1/3 Page	978	923	848	758
1/4 Page	775	715	665	590
1/6 Page	543	498	438	363

Bleed available on full, 2/3, and 1/2 pages only at no extra charge.

Please add 10% for bleed ads (not applicable on cover positions).  
Special positioning will cost an additional 10%.

**\*Call for Seasonal Discounts\***

**For more information** on placement, issues, rates & materials, circulation, and editorial focuses contact:

#### MANAGING EDITOR

Linda Kruger  
Email: [lkruger@pioneeromagazines.com](mailto:lkruger@pioneeromagazines.com)

#### ADVERTISING MANAGER

Ronda Jans  
Email: [rjans@pioneeromagazines.com](mailto:rjans@pioneeromagazines.com)

#### CIRCULATION MANAGER

Deb Ringena  
Email: [dringena@pioneeromagazines.com](mailto:dringena@pioneeromagazines.com)

**800-352-8039 Fax: 319-824-3414**

### AD SIZES

<p>Full Page: 7" x 10" Trim Size: 8" x 10-7/8" Bleed Size: 8-1/4" x 11-1/8"</p>	<p>1/6 Horizontal: 4-1/2" x 2-3/8"</p>
<p>1/2 Horizontal: 7" x 4-7/8" Bleed Size: 8-1/4" x 5-5/8"</p>	<p>1/3 Vertical: 2-1/8" x 10"</p> <p>1/2 Island: 4-1/2" x 7-3/8" Bleed Size: 5-1/8" x 7-7/8"</p>
<p>1/4 Vertical: 3-5/16" x 4-7/8"</p>	<p>1/2 Vertical: 3-5/16" x 10" Bleed Size: 4" x 11-7/8"</p>
<p>1/3 Horizontal: 4-1/2" w x 4-7/8" h</p>	<p>1/6 Vertical: 2-1/8" x 4-7/8"</p> <p>2/3 Vertical: 4-1/2" x 10" Bleed Size: 5-1/16" x 11-1/8"</p>



## MECHANICAL SPECIFICATIONS

- Trim Size: 8" x 10 7/8"
- Live Area: 7" x 10"
- Bleed: 8 1/4" x 11 1/8". Available on full page, 2/3 page, and 1/2 page units only at no extra charge. Dimensions are listed on ad size charts.
- Spread Bleed Size: 16 1/4" x 11 1/8"
- Spread Non-Bleed Size: 15" x 10"
- Safety: 1/4" from trim on all sides for live copy.
- Binding Method: Saddle Wire
- Printing Method: Heat set, Web Offset.
- Color Rotation: black, cyan, magenta, yellow.
- Proofs: Matchprint or Cromalin only. No progressive proofs please. Color bars must appear on all proofs.

**Note: Publisher will charge for preparation of all material that does not meet the stated mechanical requirements. Advertising material will be held one year from date of receipt and will be returned only upon request, in writing, from the advertiser or agency. Advertiser will be billed for handling and freight on materials that are returned or forwarded.**

## DIGITAL REQUIREMENTS

- All files should be created in Adobe Illustrator® 7.0 or later and/or Adobe Photoshop® 5.0 or later and saved in the EPS file format. Advertisers need to send the original ad files, art, and fonts along with the saved EPS version.
- All **POSTSCRIPT FONTS** must have both printer and screen fonts provided.
- All **MODIFIED FONTS** should be converted to Outlines in Illustrator.
- All **GRAPHICS** should be saved as **TIFF** or **EPS** single files only (DCS off), no compression in file formats.
- All 4-color and halftone images must have a resolution of 300 dpi and saved as CMYK form, no compression.

Please mail your ad on a disk or e-mail. We accept 250 MB ZIPS, CDs, PDF press-ready optimized files, and FTP transfers.

**All 4-color ads must be accompanied by a calibrated digital proof.**

## COPY AND CONTRACT REGULATIONS

1. All orders subject to publisher's acceptance. Publisher reserves right to cancel or reject for any reason at any time any advertising that does not conform to the editorial or graphic standards of the publication. There will be a charge for correcting grammatical errors on camera-ready copy.
2. The publisher is not responsible for any errors in numbers or other type set by publisher.
3. The publisher shall not be liable for any damages, including consequential damage, if for any reason the publisher fails to publish an advertisement.
4. Billing is upon publication of each issue. Payment due within 30 days of invoice date.
5. In the event that either the advertiser or agency defaults in payment of bills, such bills are turned over for collection. Advertiser and agency are totally liable, in solido, for all fees, commissions, and sums charged by the collection agency or attorney. If any suit or other judicial proceeding is instituted for collection, or if the amount is collected through probate or bankruptcy proceeding, advertiser and agency shall be totally liable, in solido, for all attorneys' fees and court costs incurred by publisher in the collection of said bills. If agency or advertiser defaults in the payment of bills, or if in the judgment of publisher the advertiser's or agency's credit becomes impaired, publisher has the right to require payment in advance for further advertising or payment under any other terms as publisher sees fit.
6. Ads scaled to other publications will be centered in space purchased. Publisher may make and charge for any alterations necessary to make ad conform to size specifications.
7. Covers are non-cancelable. Cancellations for any ad are not accepted after space deadline. When no acceptable copy is furnished by material deadline for space under contract, publisher reserves the right to repeat latest advertisement or to charge for the unused space.
8. Publisher is not liable for delays in delivery and/or non-delivery in the event of any condition beyond the control of publisher affecting production or delivery in any manner.
9. Publisher-Set Ads: If you cannot find a graphic artist to design your ad... **We can assist you!** Call your ad rep for details.

## PAYMENT TERMS

New advertisers must supply payment with order pending credit approval. A service fee of 1.5% per month (18% per annum) is charged on overdue accounts.

The 15% agency discount for completely camera-ready material will be allowed only if the account is paid within 30 days otherwise this discount is lost.

**Please deliver all materials to:  
COLLECTOR EDITIONS  
P.O. Box 306, 506 2nd Street, Grundy Center, IA 50638  
Attn: Ronda Jans**

To reserve space please complete the advertising contract on the other side and fax to your sales representative.

**Fax: 319-824-3414 • 800-352-8039**

**www.collector-editions.com**