

# DOLL NEWS

The Journal of the United Federation of Doll Clubs, Inc.

## ADVERTISING RATE CARD

Prices Effective January 2008 – Technical Requirements Revised November 2007

All Rates Based on Camera-Ready Copy

Ad Size	Rate	Member	4X (member)
Full Page	\$1500	1125	1000
Half Page	880	660	600
Third Page	725	550	500
Sixth Page	365	275	250
Business Card - tenth page	150		100

Special placement for full-page color ads is available at the discretion of the editor. There is an additional charge of 20 percent.

### Covers are offered 4X only

#### Rate per insertion (no Member rate)

Inside Front Cover	\$1600
Outside Back Cover	\$1900
Inside Back Cover	\$1500

### Discounts

5% discount for full payment within 30 days of receipt of invoice

#### Additional Charges

Graphic Design and/or layout of copy not camera ready

Full page	\$400
Half page	\$200
Third page	\$135
Quarter page	\$100
Sixth page	\$75

### Publication Schedule

Issue	Reservation	Copy Due	Mails
Fall	6/1	7/1	10/15
Winter	9/1	10/1	1/15
Spring	12/1	1/1	4/1
Summer	3/1	4/1	7/1

### Mechanical Requirements

• Electronic ads are encouraged to utilize direct-to-plate processing. Ads must be prepared with professional page-layout programs such as Quark XPress or Adobe PageMaker. All screen and printer fonts must be included as well as linked graphics. A final b/w or color-match proof is required. **If a color-match proof is not supplied,**

**one will be provided at the advertiser's cost.** Shipping charges will also incur to and from the advertiser.

• Black/white ads without halftones or screened areas may be submitted as first generation hard copy. No typewriter or second-generation copier art will be accepted. Ads supplied as hard copy will require digital scanning at an additional cost to the advertiser.

• Camera ready copy, line art, color photographs, transparencies, black/white photos will require digital scanning. Additional costs will be billed to the advertiser.

• Advertisers may provide digital ads or digitally scanned photographs. Digital files should be to the correct size with a minimum of 300 dpi. Files may be provided in an EPS, TIFF, or PDF format. Please include all Native files. A final composite color-match is required. If a color-match proof is not supplied, one will be provided at the advertiser's cost. Shipping charges will also incur to and from the advertiser.

• Doll News final trim size: 8 3/8" x 10 7/8"

-Content/images should extend 1/8" beyond a sized ad (on all sides) within your layout application to achieve bleeds.

-Live full page image area is 7 7/8" x 10 3/8"

Ad Size	Width x Depth
2 page spread	16 3/4" x 10 7/8"
Full page	8 3/8" x 10 7/8"
Half page (horizontal)	7 1/8" x 4 7/8"
Third page (square)	4 9/16" x 4 7/8"
Third page (vertical)	2 3/16" x 10"
Sixth page (vertical)	2 3/16" x 4 7/8"
Sixth page (horizontal)	4 7/8" x 2 3/16"
Tenth page (horizontal)	3 1/2" x 2"

### Advertising Manager

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