

DOLL NEWS

see us at <http://ufdc.org/doll-news/>

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

ADVERTISING RATE CARD September 1, 2020 – August 31, 2021

| Ad Size | Rate | Member | 4X(Member) |
|--|--------|--------|------------|
| Full pg. | \$1000 | \$900 | \$850 |
| Half pg. | \$700 | \$600 | \$550 |
| Third pg. | \$600 | \$475 | \$450 |
| Qtr. pg. | \$450 | \$350 | \$300 |
| Sixth pg. | \$300 | \$250 | \$225 |
| Business card size (members & clubs only) | \$100 | | |

Covers are offered 4X only Rate per insertion (no Member rate)

Inside Front Cover \$1600

Outside Back Cover \$1900

Inside Back Cover \$1200

NO Discounts

For any account 30 days Past Due

Publication Schedule

| | |
|---------------------|--|
| Fall Issue | Ad Deadline – September 1 Magazine Mails - October 1 |
| Winter Issue | Ad Deadline – December 1 Magazine Mails - January 2 |
| Spring Issue | Ad Deadline – March 1 Magazine Mails - April 1 |
| Summer Issue | Ad Deadline – May 15 Magazine Mails – June 15 |

| Ad Size | Width x Depth |
|---------------------------------------|------------------------------------|
| 2 page spread | 16 3/4" x 10 7/8" |
| Full page | 8 3/4" x 10 7/8" |
| Half page (horizontal) | 7 5/8" x 4 7/8" |
| Quarter page | 3 5/8" x 4 7/8" |
| Third page (square) | 4 7/8" x 4 7/8" |
| Third pg.(vertical) | 2 3/8" x 10" |
| Quarter page Sixth page (vertical) | 3 3/8" x 2 7/8" 2 3/8" x 4 7/8" |
| Business card (1/8 page) | 3 5/8" x 2 3/8" |

Ad Material Requirements

- Advertisers may provide digital ads or digitally scanned photographs. Digital files should be set to the correct size with a minimum of 300 dpi. Files may be provided in an JPG, TIFF, or PDF format.

• Special Full Page Ad Requirements

Color/Images in the background of a full page ad should extend 1/8 inch (bleed) beyond the trim size, 8-3/8" wide x 10-7/8" high.

All text on a full page ad should be 1/4" (or more) inside all edges of the trim size. (This allows space should the trimming process be slightly askew.)

- Layout proofs in pdf format will be sent to advertisers for final approval. Advertisers requiring more than 2 changes to proofs will be charged for additional changes.

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

Advertising Manager

Email:

[dollnewsadvertisingmanager@](mailto:dollnewsadvertisingmanager@ufdc.org)

ufdc.org