

North Carolina Magazine Advertising Rates for 2002

Black & White Page Rates

Frequency:	1X	4X	7X	12X	13X
Full page	\$2,180	1,700	1,500	1,370	1,300
2/3 page	1,825	1,420	1,220	1,130	1,095
Half page	1,340	1,000	920	825	800
1/3 page	930	730	670	605	560
1/4 page	715	585	545	485	430
1/6 page	560	460	420	380	335
2 page spread	4,120	3,140	2,785	2,525	2,470

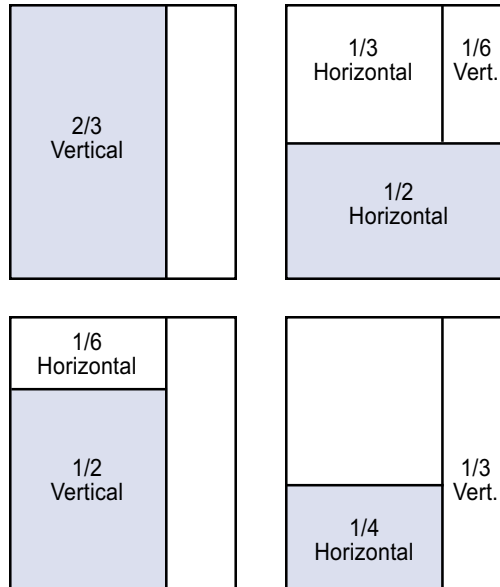
Additional Rates

- FOR EACH EXTRA COLOR OF INK
Add \$150
- FOR FOUR-COLOR PROCESS
Add \$500 for full page and 2/3 page units
Add \$325 for all other units
- FOR EACH BLEED UNIT
Add 10 percent to black and white rates
- STITCHED OR BLOWN IN PAGES
OR RESPONSE CARDS
See advertising representative for rates
- AGENCY COMMISSION
15 percent on space and color rate
- SPACE RESERVATIONS
Generally six weeks prior to publication date
Consult editorial calendar for monthly deadlines
- MATERIALS DUE
Generally five weeks prior to publication date

Ad Dimensions

Size in inches	Width	Height
Full page bleed	8 5/8	11 1/4
Full page	7	10
2/3 page	4 5/8	10
1/2 vertical	4 5/8	7 1/2
1/2 horizontal	7	5
1/3 vertical	2 1/4	10
1/3 horizontal	4 5/8	5
1/4 horizontal	4 5/8	3 3/4
1/6 vertical	2 1/4	5
1/6 horizontal	4 5/8	2 1/2

Ad Dimensions



Mechanical Requirements

- FINISHED SIZE
8 1/2 by 11 inches
- PRINTING METHOD
offset, sheet fed on 60-pound paper
- ACCEPTABLE MATERIALS
Preferred: Digital file on floppy disk, Zip disk or CD Rom
Other: camera-ready art
- RECOMMENDED SCREEN
150 lines per inch
- COLORS AVAILABLE
four-color process and built PMS

Rates for Production & Services

- DISK FILM PRODUCTION
 1. A proof of the finished ad must be provided.
 2. All fonts used in the ad must be loaded on the disk. This includes screen fonts and printer fonts.
 3. If the ad contains photos, logos, etc., original scan files of these items must be loaded on the disk.
 4. If the ad is four color process, save in CMYK format. Ad should be 300 dpi, 150-175 line screen.
 5. Acceptable programs are Quark, Pagemaker, Photoshop and Illustrator. For technical reasons, Microsoft programs are not acceptable. Please label disk with program used.
- AD DESIGN: \$50

Mailing Instructions

Send all advertising contracts, insertion orders and printing materials by first-class mail to:

NORTH CAROLINA MAGAZINE
P.O. Box 2508
Raleigh, North Carolina 27602-2508

Send overnight ad materials to:

NORTH CAROLINA MAGAZINE
225 Hillsborough Street, Suite 460
Raleigh, North Carolina 27603-1767

Please feel free to call us at (919) 836-1400.
Or fax us at (919) 836-1425.