

CALTECH *presents*

PROGRAM MAGAZINE

Advertising Rate Sheet 2009–2010 Season

FULL SEASON

(25+ events)

Oct.–May

| | |
|----------------------------|--------|
| Full Page | \$1525 |
| 3/4 Page | \$1200 |
| 1/2 Page | \$950 |
| 1/4 Page | \$625 |
| 1/8 Page | \$425 |
| inside Cover (color) | \$2100 |
| inside back Cover (color) | \$2000 |
| outside back Cover (color) | \$2300 |

RATE GUIDELINES

1. Advertising must be inserted within one contract year to earn multiple insertion rate.
2. Cancellations must be received in writing by the space reservation closing date.
3. All advertising is subject to acceptance as to character, layout, text, and design.
4. A cash discount of 5% will be applied if paid prior to issue date. A 3% service charge will be compounded monthly on any account 60 days delinquent.
5. Guaranteed positions: 10% premium (except covers).

CLOSING DATES

Space reservation: Friday, Aug. 7
Artwork: Friday, Aug. 28

MECHANICAL REQUIREMENTS

| | | | |
|----------------------------|--------------|---|----------------|
| Full-page trim (no bleed) | 4-1/2 inches | x | 7-1/2 inches |
| 3/4 page (vertical only) | 4-1/2 inches | x | 5-1/2 inches |
| 1/2 page horizontal | 4-1/2 inches | x | 3-5/8 inches |
| 1/2 page vertical | 2-1/8 inches | x | 7-1/2 inches |
| 1/4 page horizontal | 4-1/2 inches | x | 1-3/4 inches |
| 1/4 page vertical | 2-1/8 inches | x | 3-5/8 inches |
| 1/8 page (horizontal only) | 2-1/8 inches | x | 1-11/16 inches |

- **Only print-ready electronic files will be accepted. Finished artwork must be accompanied by a hard copy proof.**
- **Files must be 300 dpi, grayscale (unless otherwise specified) and saved in one of the following formats: Quark (please include links and fonts), TIFF, EPS, or high resolution PDFs.**
- **Send files to jennys@caltech.edu.**
- **If you have any questions regarding file preparation, please contact Jenny Somerville at (626)395-3666.**