

Production Charges:

As a service to our clients, *Alaska Business Monthly* offers creative design and ad production services. Cost is based on the size of the ad. The basic production fee for ads produced by ABM includes two client proofing cycles and inclusion of up to three illustrations (logo, line art or photos). Changes to existing ads will incur a minimum charge of \$25.

PLEASE NOTE: All Files will be assessed as to their usability. Additional charges may incur to fix or re-size an existing ad or one that was submitted with flaws.

Black & White	Cost
2 page Spread	\$350.00
Full Page	\$200.00
2/3 Page	\$150.00
1/2 Page	\$100.00
1/3 Page	\$75.00
1/6 Page	\$50.00
Full Color Ads	
2 page Spread	\$400.00
Full Page	\$250.00
2/3 Page	\$200.00
1/2 Page	\$150.00
1/3 Page	\$100.00
1/6 Page	\$75.00
4-color process - Cyan, Magenta, Yellow & Black	
Placing art or graphics	
from ABM Graphics Library (each)	\$20.00
Copying final ad to disk	
	\$25.00
Correcting existing ads - Per hour	
Minimum charge	\$45.00
	\$25.00
Acquire stock photo image	
Minimum charge	\$250.00

MECHANICAL SPECIFICATIONS

Full Page Trim Size: 8.25" x 10.625" (8¼ X 10½)

Full Page with bleed: 8.5" x 10.875" (8½ X 10 ⅞)

Full Page Live Area: (non-bleed) 7" x 10"

Format: Three columns (2.25" x 10") per page.

Printing: Magazine is printed on heatset web offset press on publication-grade enamel stock and is perfect bound.



Graphics and Photos:

All submitted graphics, logos and photos must be high resolution, 300 dpi or higher to size. Formats accepted are PDF, TIFF, PSD, EPS or JPEG images. We will not use Web site images (72 dpi) or low pixel digital images.

Please submit digital ad materials to your account manager.

Bleed Ads:

Applies to full pages and spreads only. All images intended to bleed must extend 1/4" beyond the trim edge of 8¼ X 10½". Please keep all type or critical matter 3/8" inside trim edge.

Digital File Formats for Ad submission

Adobe Acrobat Portable Document File (PDF) is the preferred file format accepted for ads. All fonts used must be embedded in the final pdf. Please save as pdf version seven (7). For highest ad reproduction quality; any photos or art with PMS, Pantone or spot colors must be converted to CMYK and be minimum 300 dpi resolution. Film, photographic originals or other printed materials as camera-ready copy are not acceptable. Files must be created by layout programs such as InDesign, Quark, Illustrator or Photoshop and exported or saved as a pdf document.

Ads created in other programs produce unfavorable printing results and are not acceptable.

Publisher cannot guarantee color mis-matching on material received for which no hard-copy proof was provided. *Alaska Business Monthly* is not responsible for any errors or omissions on ads submitted without a proof. If your ad was e-mailed to us, please send hard copy proofs to:

**Advertising Production Coordinator
Alaska Business Monthly
501 W. Northern Lights Blvd., Suite 100
Anchorage, AK 99503**

Digital On-Disk:

We accept CDs or DVDs which have all ad fonts and graphics embedded. Unless specifically requested, we do not return disks. Files that we receive on disk require special handling and need to be submitted by the space reservation date.

Important! If e-mailing or providing disk

Write this information in the body of your e-mail or on the disk itself:

- a:** Company name, contact person and phone number
- b:** Platform/Operating System (PC or Mac)
- c:** The ad's size, shape and color (b/w or 4C).
- d:** The PDF version you used to create the file(s).
- e:** Issue month of ad to run and current date.

Submit all digital ads to your account manager and cc: materials@akbizmag.com.