

4 COLOR Space

<b>FREQUENCY</b>	<b>1X</b>	<b>3X</b>	<b>6X</b>	<b>10X</b>
Full Page	\$2990	\$2880	\$2765	\$2520
2/3 Page	\$2415	\$2250	\$2160	\$2100
1/2 Page	\$2205	\$2050	\$1970	\$1890
1/3 Page	\$1995	\$1750	\$1680	\$1575
1/4 Page	\$1575	\$1415	\$1360	\$1260

ALL RATES ARE NET

**COVERS (PREFERRED SPACE)**

Inside Front (Cover II)	4/C plus 20%
Inside Back (Cover III)	4/C plus 15%
Outside Back (Cover IV)	4/C plus 25%
Opposite Contents	4/C plus 10%
Opposite Masthead	4/C plus 10%
Classifieds: \$75 per column inch (3 columns per page)	

**REQUIREMENTS FOR DIGITAL ADS:**

**A) FULL PAGE ADS**

The preferred file format for full page, 4-color magazine ad reproductions is "Press-Optimized" PDF (PDF/X-1a)

Specifications:

- Include .125" bleed (all the way around).  
Untrimmed size: 8.625" x 11.125"
- Include crop marks, offset to 12pt.  
Trim size: 8.375" x 10.875".
- All art, photos and graphics used, should be high resolution no less than 266 dpi. and in CMYK.

**B) FRACTIONAL/ PARTIAL ADS**

Preferred file format for partial page (fractional) ads is high resolution TIFF or JPG (Adobe PhotoShop® compatible) or EPS

Specifications:

- CMYK, high-resolution file (min. 266 dpi)
- EPS files must have all fonts converted to outlines.
- Fractional/ Partial ads should be supplied to trim only

<b>Space Unit</b>	<b>Width &amp; Depth</b>
Page bleed (untrimmed):	8 <sup>5</sup> / <sub>8</sub> " x 11 <sup>1</sup> / <sub>8</sub> "
Trim Size:	8 <sup>3</sup> / <sub>8</sub> " x 10 <sup>7</sup> / <sub>8</sub> "
Live Matter:	7" x 9 <sup>1</sup> / <sub>2</sub> "
2/3 page (bleed)	5 <sup>9</sup> / <sub>16</sub> " x 11 <sup>1</sup> / <sub>8</sub> "
2/3 page	4 <sup>3</sup> / <sub>4</sub> " x 9 <sup>1</sup> / <sub>2</sub> "
1/2 page vertical	3 <sup>1</sup> / <sub>2</sub> " x 9 <sup>1</sup> / <sub>4</sub> "
1/2 page vertical (bleed)	4 <sup>1</sup> / <sub>4</sub> " x 11 <sup>1</sup> / <sub>8</sub> "
1/2 page horizontal	7" x 5"
1/2 page horizontal (bleed)	8 <sup>5</sup> / <sub>8</sub> " x 5 <sup>7</sup> / <sub>8</sub> "
1/2 page island	4 <sup>3</sup> / <sub>4</sub> " x 7"
1/3 page	4 <sup>3</sup> / <sub>4</sub> " x 5"
1/3 page vertical	2 <sup>5</sup> / <sub>16</sub> " x 9 <sup>1</sup> / <sub>2</sub> "
1/3 page horizontal	7" x 3 <sup>3</sup> / <sub>8</sub> "
1/3 page horizontal (bleed)	8 <sup>5</sup> / <sub>8</sub> " x 3 <sup>1</sup> / <sub>4</sub> "
1/4 page	3 <sup>1</sup> / <sub>2</sub> " x 5"
1/4 page horizontal	7" x 2 <sup>1</sup> / <sub>4</sub> "

<b>ISSUE</b>	<b>AD CLOSE</b>	<b>BONUS DISTRIBUTION</b>
Jan/Feb '10	1/13/2010	MusikMesse
March '10	2/10/2010	
April '10	3/10/2010	NAB 2010
May '10	4/7/2010	InfoComm 2010
June '10	5/12/2010	Summer NAMM 2010
July/Aug '10	6/28/2010	PLASA 2010
Sept '10	8/11/2010	
October '10	9/8/2010	LDI 2010
November '10	10/6/2010	
December '10	11/3/2010	Winter NAMM 2011

TFWM will accept press-ready PDF/X1-a files via FTP upload or Email (size permitting)

FTP TRANSFER (with ftp client)

Host: ftp.tfwmm.com

User: anonymous

Password: anonymous

Directory: incoming

\*After uploading, email kim@tfwm.com to inform him of filename and folder location