

## 2010 ADVERTISING RATES

### 1. PERSONNEL

Editor & Publisher: Pamela J. Clapp  
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### 2. PAYMENT

All payments are due: 30 days. All mechanical artwork performed by Platinum Rail Publications will be additional and charged accordingly.  
 Call for pricing.

### 3. GENERAL RATE POLICY

Publisher reserves the right to adjust rates on notice as circulation or production costs change.  
 Contracts are not subject to price changes.

### 4. BLACK AND WHITE RATES

	ONE TIME	SIX TIMES
Full page	1015.00	985.00
Two-Thirds page	815.00	760.00
One-Half page	565.00	520.00
One-Third page	380.00	345.00
One-Quarter page	280.00	265.00
One-Sixth page	235.00	220.00
One-Twelfth page	170.00	155.00

### 5. COVER RATES

Third and Back Cover rates available only on color. Please see color rates below.

### 6. COLOR RATES

	ONE TIME	SIX TIMES
Full page	1535.00	1450.00
Two-Thirds page	1215.00	1145.00
One-Half page	840.00	780.00
One-Third page	560.00	520.00
One-Quarter page	430.00	405.00
One-Sixth page	355.00	330.00
One-Twelfth page	255.00	230.00
Third Cover	1960.00	1890.00
Back Cover	2310.00	2200.00

### 7. BLEED ADS AND FACING PAGES

There is no additional charge for bleed ads. Bleed not available for less than half page. Crossing gutters with fine letters, halftones or designs is not advisable.

### 8. SPECIAL RATE INFORMATION

Cost for ad production will be billed to advertisers. Includes ad design, alterations; excessive revisions, late corrections/additions and other work as necessary. Discount rates are available by advance contract for consecutive insertions within one year, however, publisher is authorized to repeat the previous ad unless new copy is received before the deadline. Odd-size ads are centered in the next larger size and billed accordingly. No space less than one-twelfth page is available.

### 9. ISSUANCE AND CLOSING DATES

In circulation by 15th of month prior to cover date. See schedule below for deadlines.

ISSUE:	RESERVATIONS:	CAMERA READY:
JAN/FEB	NOVEMBER 12	NOVEMBER 19
MAR/APR	JANUARY 15	JANUARY 22
MAY/JUN	MARCH 12	MARCH 19
JUL/AUG	MAY 14	MAY 21
SEPT/OCT	JULY 16	JULY 23
NOV/DEC	SEPTEMBER 10	SEPTEMBER 17

### 10. GENERAL INFORMATION

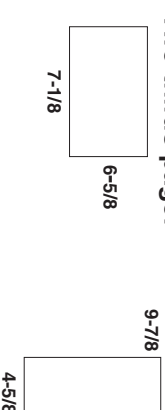
The content of all advertising is subject to approval of the publisher. Cancellations are not accepted after closing dates. Advertiser's materials are destroyed one year after last insertion. One copy of the issue containing the ad is furnished to the advertiser without charge.

### 11. DIGITAL AD SUBMISSION

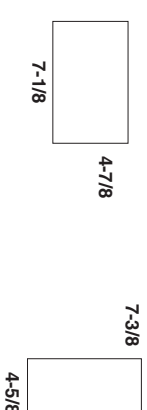
Please provide your ad electronically via email or disc along with a hardcopy printout. Publisher recommends 300 dpi resolution for graphics and images. PDF, tiff or EPS files are preferred.

Trim Size: 8-1/4 x 10-3/4 inches  
 Full page: 7-1/4 x 9-3/4  
 Bleed page: 8-1/2 x 11

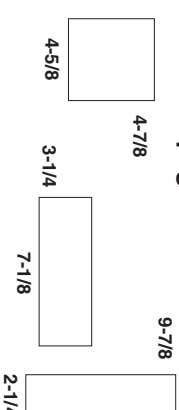
Two-thirds page: \_\_\_\_\_



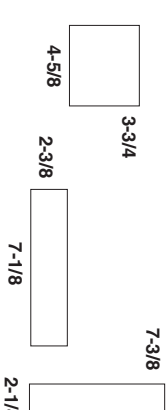
One-half page: \_\_\_\_\_



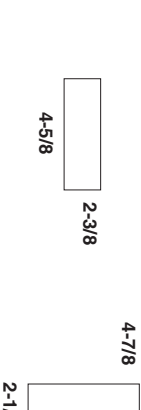
One-third page: \_\_\_\_\_



One-fourth page: \_\_\_\_\_



One-sixth page: \_\_\_\_\_



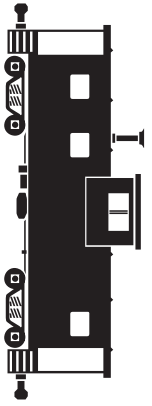
One-twelfth page: \_\_\_\_\_



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 Phone: (360) 658-2485 • [www.nscalemagazine.com](http://www.nscalemagazine.com)

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# SCALPE MAGAZINE



PUBLISHED BI-MONTHLY BY



5811 75TH AVENUE NE • MARYSVILLE, WASHINGTON 98270  
360-658-2485 • Email: [info@nscalemagazine.com](mailto:info@nscalemagazine.com)

JANUARY 2010

RATE CARD NUMBER THREE