

# Rate Card & Specifications

(as of March 1, 2008)

Primary Revisions from Fall 2007:

- Production run increased from 15,000 copies to **60,000 copies**.
- **FREE Website** provided promoting our area. Allows **printing** of ledger size maps and **link** to your website.
- **Increased discounts for multiple run commitment**.
- **Special request ad location** is no longer at a 15% premium. Now **FREE** in order of contract receipt.

**FORMAT** – To assure quality of our product Cam's Maps requests that outside vendor-created ads be supplied to us in digital format. Following is a list of acceptable formats in order of our preference:

- 1) **PDF – Format of Adobe Acrobat**
- 2) Adobe In Design
- 3) EPS with type converted to curves
- 4) Bitmap: TIF, JPG – resolution 600 dpi

**MEDIA** acceptable for **transmitting your files** (see Hard Copy below): 1) **E-mail to [hacraig@cox.net](mailto:hacraig@cox.net)** 2) CD ROM

**MAP FORMAT** determines ad space dimensions: Ad sizes are not interchangeable – confirm ad size with your sales representative.

<b>COST / INSERTION</b>		<b># Runs &gt;&gt;&gt;</b>	<b>One</b>	<b>Three</b>	<b>Six</b>
<u>Ad Size</u>		<u>Ad Area</u>			
<b>Single Space:</b>		1.5" x 1.5"	\$300	\$275	\$250
<b>1.5 Spaces:</b>	1x1.5 Vertical 1.5x1 Horizontal	1.5" x 2.375" 2.375" x 1.5"	\$400	\$370	\$340
<b>Two Spaces:</b>	1x2 Vertical 2x1 Horizontal	1.5" x 3.125" 3.125" x 1.5"	\$475	\$440	\$405
<b>Three Spaces:</b>	1x3 Vertical 3x1 Horizontal	1.5" x 4.75" 4.75" x 1.5"	\$625	\$585	\$545
<b>Four Spaces:</b>	1x4 Vertical 4x1 Horizontal 2x2 Square	1.5" x 6.375" 6.375" x 1.5" 3.125" x 3.125"	\$750	\$700	\$650

Ad Material Deadline:	Provide ASAP & within three (3) weeks of contract date.
Payment:	Initial Ad payment is due within 10 days of contract. Subsequent payments upon receipt of invoice.
Non-payment:	Court costs will be included in judgment.
Production charge:	\$50, if we are asked to create your ad or if material received does not meet the stated requirements and requires work to do so.
Frequency discounts & Cancellation:	If discount is claimed, cancellation will not be allowed without "reimbursement of discount taken" along with cancellation notice 4 weeks prior to scheduled printing. <b>Applies only to consecutive runs.</b>
Printing:	Web offset on 60# coated stock. Call to verify printing schedule.

**FILE NAME** – Use a file name such as "Cams Map RV - Mickey Ds 01.pdf". Use the same parameters for any auxiliary files (except font files).

**HARD COPY** – A full color, high quality printed copy of the ad must accompany your file for quality assurance.

**FONTS** used in the file must accompany it. In CorelDraw or Adobe Illustrator you can convert text to curves.

**E-MAILS** must reference map name & advertiser's name (ie. Cam's Map RV for Mickey Ds) in the subject line. Include the type of file in the message. Do not send files larger than 2MB or compressed files. If using AOL, send one file at a time because of automatic compression issues. We must have a hard copy of the ad before working on the file.

**IMAGES** – Photo resolution should be at least 300 dpi at size to be used. Line art and images with any type should be at least 600 dpi.

**COLOR & COLOR TRAPPING** – Use CMYK Process colors. Do not include RGB, duotone, or Pantone colors. We will not be responsible for overprint or color trapping problems.

**OTHER ISSUES** – Ads built in PC-based Quark or in Mac with fonts that we have on the PC will usually be acceptable without any conversion. If you build a Map Ad in Quark, we ask that you save it as an EPS, import it into Illustrator, convert all text to curves, (outlines), find the piece of text that has "run away" and put it back where it belongs, and then resave it as an Illustrator EPS. If you want to control what happens along all these steps, we recommend that you do them on your end, and give us an EPS file (beware that if changes must be made at a later date, we may not be able to make them). It is our suggestion that if you use these programs please build graduations in Photoshop and import them, and then follow the steps to build and EPS outlines above. Files not received in the above described format may not print properly, or they may be reformatted by us. We are not responsible for any digital files that are not formatted to our specifications. Final Map Product will be built in Mac Indesign.

*Cam's Maps*