

AD RATES & MECHANICS

Ad Size	12x	6x	1x
1/8 Page	350	415	465
1/4 Page	510	630	745
1/2 Page	815	995	1160
Full Page	1380	1575	1885
Inside Covers	1545	1910	N/A
Back Cover	1735	2010	N/A

All rates are per monthly insertions. Rates are NET unless otherwise noted with sales/editor approval.

CUSTOMER-SUPPLIED ADS

Ads that are submitted by a designer must be complete. No changes will be made to ads if they are submitted to the magazine. If a change needs to be made, all elements of the ad should be supplied or be in a format with which VIP can work with (unflattened files). PDF and EPS files are preferred. Please be sure to embed all fonts or convert to outlines. All color ads must be submitted in CMYK format. All images should be 300 dpi or higher. We DO NOT accept Microsoft Publisher, Microsoft Word or any other non-design program files.

SPECIALTY GIFT GUIDES AND SPECIAL SECTIONS

Throughout the year, VIP will highlight significant events and retail in a specific section of the magazine, as well as seasonal features that allow businesses to target a specific market or holiday. Ask your Account Executive for more information.

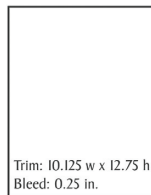
AD SPECIFICS

TRIM SIZE: 10.125 x 12.75

LIVE AREA: 9.125 x 11.75 All graphics and text not intended for trim should be positioned within these dimensions.

BLEED: .25 inches beyond the trim size area.

VIP Williamson County Magazine operates in a Macintosh OSX production environment. EPS or vector files are preferred for logos. Otherwise, all art material should be high resolution .jpg, .pdf or .tiff files of 300 dpi or higher. No logos or photos can be pulled from websites. Hard copy material may be submitted for scanning if appropriate size.



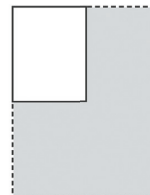
Full Page
9.125 w x 11.75 h (non-bleed)



1/2 Horizontal
9.125 w x 5.75 h



1/2 Vertical
4.4375 w x 11.75 h



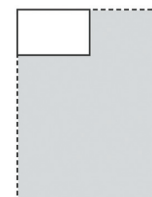
1/4 Island
4.4375 w x 5.75 h



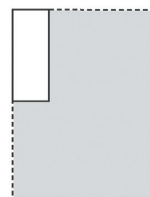
1/4 Horizontal
9.125 w x 2.75 h



1/4 Vertical
2.125 w x 11.75 h



1/8 Horizontal
4.4375 w x 2.75 h



1/8 Vertical
2.125 w x 5.75 h