

THE JOURNAL

The Magazine For Manufactured & Modular Housing Professionals

No Rate Increase for 2010

ADVERTISING RATES - EFFECTIVE JANUARY 1, 2010

NET RATES (Accredited Advertising Agencies must add commission)

BLACK & WHITE RATES

Space	1 Issue	3 Issues	6 Issues	12 Issues
Spread	\$4910	4763	4523	4072
Full Page	2453	2385	2311	2223
1/2 Page	1428	1384	1340	1284
1/3 Page	921	894	849	767
1/4 Page	711	690	669	642
1/8 Page	344	331	318	286

Space Reservation is 5th of Month Prior To Insertion
Material Deadline is the 15th of Month Prior To Insertion
E-mail: news@journalmfdhousing.com

SHIPPING ADDRESS:
1069 Judson Bulloch Road
Warm Springs, GA 31830
706-655-2333

COLOR	1-6x	7-12x
Standard 2-color	\$250	\$.225
PMS 2-color	325	290
4-color	675	605
4-color spread	1350	1215

CLASSIFIED ADVERTISING

Non-commissionable. Payable in advance. Base rate \$2 per word, minimum \$90 per insertion. Special typesetting or blind box ads \$15 additional charge. Deadline 20th of month prior to month of publication.

DIGITAL FILES

(MAC Format preferred)

- Please make sure that all colors are defined as process (CMYK). No spot colors.
- All color pictures & graphics should be converted to CMYK (no RGB), and should be in an .eps or .tiff format. No .jpg files accepted. Color photo resolution should be 300 dpi and Black & White resolution should be 200 dpi.
- We prefer you to use Type 1 fonts. Do not assign menu styles to your text objects.
- Ads must be to *The Journal's* correct dimension.

Quark Xpress (7.2 or earlier)

- All images and fonts must be included

Illustrator (CS2 or earlier)

- All images and fonts must be included

Photoshop (CS2 or earlier)

- CMYK Tiff or EPS files
- 300 dpi minimum

In Design (CS2 or earlier)

- All images and fonts must be included

PDF Files

- Files must be CMYK or Grayscale with fonts embedded and transparencies flattened.
- PDFs must be 300 dpi

Proof must be provided for quality assurance: All files must be accompanied by a proof (hard copy). Reproduction and color quality can only be guaranteed if a high resolution proof can be compared with the digital file.

Disk types accepted:

Zip (100 MB) or CD-Rom disks

It is always preferred that materials be placed on disk and sent along with proof to the address listed below. When necessary electronic transfer of files can be arranged.

AD SIZES

	Width	Height
Spread, Bleed	18.5"	11.375"
Trim	18"	10.875"
Non Bleed/Live area	17.25"	10.125"
Full Page, Bleed	9.5"	11.375"
Trim	9"	10.875"
Non Bleed/Live area	8.25"	10.125"
1/2 Page Spread, Horizontal	17.25"	4.98"
1/2 Page Vertical Island	5.45"	7.5"
1/2 Page Vertical	4"	10.125"
1/2 Page Horizontal	8.25"	4.98"
1/3 Page	5.45"	4.98"
1/4 Page	4"	4.98"
1/8 Page	4"	2.35"

