

# 2019 Print Advertising Rates & Specs

**ISSUE SIZE: 10" X 12 1/8"**

## AD SIZES

### Full Page Bleed:

LIVE: .....8 3/4" wide x 11 1/2" deep  
 TRIM: .....10" wide x 12 1/8" deep  
 BLEED: .....10 1/4" wide x 12 3/8" deep

**NOTE:** Please leave 3/16" of space at bottom of live area for readerservice number line of copy.

Half Island: .....6" wide x 8" deep

Half Horizontal: .....9 1/4" wide x 5 5/8" deep

Half Vertical: .....4 1/2" wide x 11 1/2" deep

Quarter Vertical: .....4 1/2" wide x 6" deep

Eighth: .....3 3/8" wide x 4 1/2" deep

Strip: .....9 1/4" wide x 2 3/8" deep

### Full Page Spread:

LIVE: .....18 3/4" wide x 11 1/2" deep  
 TRIM: .....20" wide x 12 1/8" deep  
 BLEED: .....20 1/4" wide x 12 3/8" deep

**NOTE:** Background CAN go through gutter, but keep vital matter within live area, out of gutter.

## RATE POLICY

Rate based on a non-cancelable contract. If canceled, ads run would be short-rated to the nearest earned frequency based on the rate card. Special positions are non-cancelable within 90 days of ad space closing. 15% Agency Commissions given when ad materials are supplied.

## TERMS AND CONDITIONS

Net due thirty (30) days from invoice date. No cash discount. Advertiser agrees to accept additional expenses of Attorney fees and Collections Agency charges should ICD require them to collect late payments.

## SALES

**Dave Palcek** President/Co-Publisher  
 847-913-8244  
 davep@gourmetinsider.com

**Cynthia Evans** Senior VP/Co-Publisher  
 847-913-8251  
 cyndie@gourmetinsider.com

**Mike Weinreich** Eastern Sales Manager  
 631-381-2049  
 mikew@gourmetinsider.com

**Larry Oliver** Business Development  
 631-246-9300 ext. 246  
 larryo@gourmetinsider.com

## PRODUCTION

Print Advertising  
**Suzette Schear**  
 (631) 246-9300 ext. 222  
 suzettes@gourmetinsider.com

Digital Advertising  
**Erin Helmers**  
 (631) 246-9300 ext. 250  
 erinh@icdnet.com

## COLOR RATES

AD Size	1X	3X	6X
Full Page	4800	4000	3335
1/2 Page	3455	2880	2400
1/4 Page	2580	2150	1790
Strip	2455	2045	1705
1/8 Page	2330	1940	1615

Black & White rates, subtract \$500

## INSERTS, BLEED OR OVERSIZED

Space cost plus insert charge of \$1,500.  
 For multi-page insert space cost contact publisher.  
 No charge for bleed or oversized.

## ELECTRONIC SPECS

### ACCEPTABLE DIGITAL FILE FORMATS:

The original ad layout document, fonts and images accompanied by press-ready PDF file. Preferred Application: Adobe InDesign CC. Others: Adobe Illustrator CC; Photoshop CC; Adobe Acrobat Distiller DC (Illustrator and Photoshop are not recommended for creating layout files.)

**PDF format:** Submitted ads should be in PDF or PDF/X1-A format prepared for press in CMYK with embedded fonts. Please contact Production for the .joboptions files that should be used when creating PDFs. PDF files can not be edited or altered in any way. Please include all native files, including supporting graphics and fonts.

### UNACCEPTABLE DIGITAL FILE FORMATS:

All digital Microsoft files: Word, Excel, Powerpoint, etc.

### COLOR SPECS:

- All images, backgrounds & copy must be CMYK. Ads received in RGB and spot color format will be converted to CMYK. To avoid over-saturation, the combined value of CMYK values should not exceed 300%. (ie. C=100, M=100, Y=50, K=50)

### IMAGE SPECS:

- Photos should be 300dpi at their actual size, in CMYK.
- Set transparency flattener to at least 300 dpi where applicable:
  - 1200 dpi for Line Art. 300 dpi for Gradients.
  - Set the vector balance to 100% vector.
- Ad files with embedded images must be sent with original artwork to ensure trouble-free output of your files. Embedded files cannot be corrected or adjusted.

### GENERAL SPECS:

- Please include crop marks on all bleed ads.
- Label all documents and digital layout files with your advertiser's name and issue date, NOT "Gourmet Insider."
- All Digital files MUST be sent complete. If any files are incomplete you will be contacted. Gourmet Insider assumes no responsibility for files that are sent incorrectly.
- MACINTOSH platform preferred. Publisher is not responsible for the final outcome of digital files created on PC.

### ACCEPTABLE COLOR PROOFS:

A valid supplied SWOP color proof that is representative of the ad is suggested. All supplied color proofs MUST meet SWOP specifications. Publisher is not responsible for color variation on press if ad is not accompanied by the proof.

**PRODUCTION WORK:** If publisher performs production work to existing or new ads, then the rate will revert back to gross pricing. If any work needs to be done you will be contacted for your approval prior to processing. No Charge for publisher to create a PDF. All supplied ad materials will be held by publisher for a period of no longer than one year from the issue date in which the ad last ran. Thereafter, materials will be destroyed.

### SEND VIA E-MAIL:

(for files less than 20 mb)  
 Attn: Suzette Schear  
 suzettes@gourmetinsider.com

### UPLOAD DIGITAL FILES:

http://ads.icdnet.com  
 accessible via your web browser  
 (ID & password not needed)  
 ICD must be notified once ad has completed uploading.

