

RATES AND DEADLINES

4-COLOR	1X	6X	12X
Full Page	\$2,458	\$2,194	\$2,057
2/3	\$1,772	\$1,583	\$1,477
1/2	\$1,329	\$1,187	\$1,108
1/3	\$897	\$807	\$733
1/4	\$665	\$622	\$564
1/6	\$443	\$401	\$380
1/12	\$232	\$222	\$190

B & W	1X	6X	12X
Full Page	\$1,894	\$1,683	\$1,583
2/3	\$1,361	\$1,213	\$1,129
1/2	\$1,013	\$907	\$855
1/3	\$686	\$612	\$564
1/4	\$506	\$475	\$433
1/6	\$343	\$311	\$285
1/12	\$179	\$169	\$148
1/24	\$106	\$100	\$ 90

PREMIUM POSITIONS

Cover 2—add 15%

Cover 3—add 15%

Cover 4—add 20%

No other ad positions are guaranteed.

2010 DEADLINES	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Edit Lineup/Ad Close	11/11	12/9	1/13	2/17	3/17	4/14	5/19	6/16	7/14	8/18	9/15	10/13
Ads Requiring Production	11/16	12/14	1/18	2/22	3/22	4/19	5/24	6/21	7/19	8/23	9/20	10/18
CTP/Digital Ready Ads	11/17	12/15	1/19	2/23	3/23	4/20	5/25	6/22	7/20	8/24	9/21	10/19

VIKING ADVERTISING CONTACT

Scott Ostwald—Account Executive

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220 South Sixth Street, Suite 500

Minneapolis, MN 55402

VIKING

DIGITAL MECHANICAL SPECIFICATIONS

DIGITAL ADS: We accept materials in electronic format only. To avoid additional production charges, please be sure to follow the listed specifications. Production charges are in addition to space rate. Contact the Production Manager for an estimate.

UPLOADING ADS: Ads may be uploaded via the Web on our easy, quick ad uploader. Go to www.mspaduploader.com. Click on "upload ads" and log in using the following:

USERNAME: mspads

PASSWORD: sonic

Then follow the instructions to upload. When uploading materials, please fax a printed copy of the ad to *Viking* Production Manager at the fax number below. Also, if color-matching is needed, please send a SWOP color proof to *Viking* Production Manager at the address below. We also accept ads on CD or DVD.

PRODUCTION MANAGER CONTACT INFORMATION:

Production Department, *Viking* Magazine
220 South Sixth Street, Suite 500
Minneapolis, MN 55402
Phone: 612.339.7571 • Fax: 612.339.5806

PRINTING: Web offset.

We can not accept PMS colors (process colors only).

Binding: Saddle stitched.

Trim size: 8" x 10.75"

4-COLOR PROCESS: 133-line screen. Overall printing maximum density of all colors must not exceed 280%. All 4-color material must be accompanied by a SWOP certified color proof pulled from supplied materials when color-matching is needed. See below for a list of preferred color proofs.

SWOP CERTIFIED COLOR PROOF REQUIRED:

All 4-color materials require an accompanying SWOP certified color proof pulled from supplied materials. Preferred color proofs are: Kodak, Agfa, Fuji, Iris, Epson 5000, 7000, or 9000.

ACCEPTABLE DESKTOP FILE FORMATS: Adobe InDesign, Adobe Illustrator, Adobe PhotoShop, PDFs created with Acrobat Distiller only (please request additional specifications sheet for creating PDFs), Quark 6 or Quark PDF. Files must be sent in Mac format only.

IMAGES/SCANS: All images/scans should be 300 dpi saved as a TIFF or an EPS. We cannot accept JPEG images or Pantone/PMS or RGB colors or 72 dpi (i.e., images pulled from a Website). All images provided must be in CMYK format and color corrected. We are not responsible for color on RGB or PMS files that must be converted to CMYK. Please make sure process separation is checked for all process color builds. B/W scans should be saved as grayscale or bitmap.

ACCEPTED FONTS: All printer and screen fonts must be included with all digital files: PostScript Type 1 or PostScript Type 3. No TrueType fonts accepted. Please use stylized fonts and do not use menu-styled fonts for bold, italic, or bold italic type. All fonts used in art files must be converted to outlines.

LOGOS AND ARTWORK: Images should be EPS. Avoid rotation and cropping of images in layout program and do not nest EPS files in other EPS files. Supply InDesign Package or similar reports. Please print a directory of disk contents and include a contact name, phone, and address with all materials.

RETURN OF SUPPLIED ADS: All supplied materials must be labeled with return address and contact name in order to be returned. All electronic ads produced by *Viking* Magazine Production Department are archived for 12 months.

BLEED SPECIFICATIONS: Please make sure document dimensions are correct. Build pages to trim size and, if bleed, extend dimensions beyond page edges by a minimum of 1/8". Keep live matter 1/4" from trim size. Full page bleed: 8.25" x 11" (Trim size: 8" x 10.75")

ADVERTISEMENT SIZES:

Standard Ad Sizes Width x Height (in inches)

Full page7 1/4" x 9 3/4"
2/3 page vertical4 3/4" x 9 5/8"
1/2 page horizontal7 1/4" x 4 3/4"
1/2 page vertical4 3/4" x 7 1/4"
1/3 page square4 3/4" x 4 3/4"
1/3 page vertical2 1/4" x 9 5/8"
1/4 page horizontal7 1/4" x 2 1/4"
1/4 page vertical2 1/4" x 7 1/4"
1/6 page horizontal4 3/4" x 2 1/4"
1/6 page vertical2 1/4" x 4 3/4"
1/12 page2 1/4" x 2 1/4"
1/24 page*2 1/4" x 1 1/8"

* 1/24 ads are limited to approximately 30 words and cannot include photos. Small graphics are acceptable.

NEED CREATIVE SERVICES?

If you cannot provide a digital files that is within the guidelines, we can offer design services for a minimal charge.

Up to 1/4 page ad in size:	\$50
1/3 to full page ad in size:	\$75

If you would like to make changes to an existing file that we've previously created for you, there is a minimum production fee of \$25.

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