

specs & guidelines

Submission guidelines

Ads should be supplied on the following types of media: CD, DVD, e-mail, ftp, or web page upload. Please label each disk with its contents including platform (Mac or Windows), file type, file name and colors used. **All ads must be supplied with a page proof, four-color ads must have color proof provided.**

Electronic files accepted

Mac and Windows platform. Please supply all links and fonts. Preferred file types in order of preference:

1. High-resolution PDF files w/fonts embedded and raster images @ 350 dpi.
2. Adobe Illustrator .eps w/fonts converted to outlines and raster images @ 350 dpi.
3. Adobe PhotoShop .tif or .eps @ 350 dpi.
4. QuarkXPress, InDesign.

Ads supplied in any other format and software than those mentioned may be subject to additional charges.

Production specifications

Published: quarterly
Stock: 70# smooth offset
Press: sheetfed offset
Line screen: 175 dpi
Binding: saddle-stitch
Color: 4/c process SWOP and black only

Commission and cash discount

No commissions or discounts.

contact information

Great Lakes Christmas Tree Journal

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GREAT LAKES

CHRISTMAS TREE JOURNAL

2016 advertising rate card



general info, schedule & deadlines



Circulation

Includes all members of the:
 Michigan Christmas Tree Association
 Illinois Christmas Tree Association
 Indiana Christmas Tree Growers Association
 Ohio Christmas Tree Association
 Christmas Tree Farmers of Ontario
Plus individual subscribers

2016 publishing schedule

Winter issue: January 10

Spring issue: April 10

Summer issue: July 10

Fall issue: October 10

2016 advertising deadlines

Winter issue: December 8, 2015

Spring issue: March 9, 2016

Summer issue: June 8, 2016

Fall issue: September 8, 2016

2016 advertising rates & sizes

Ad size (width × height)	Black only single issue	Black only 4×	Full-color
Full page (non-cover) Live space: 7.5" × 10" Trim: 8.5" × 11" Bleed: 8.75" × 11.25"	\$378	\$341	add \$180
Full page (inside covers) Live space: 7.5" × 10" Trim: 8.5" × 11" Bleed: 8.75" × 11.25"	\$415	\$378	add \$180
Full page (back cover) Live space: 7.5" × 8.5" Trim: 8.5" × 11" Bleed: 8.75" × 8.625"	\$452	\$415	add \$180
Two page spread Live space: 16" × 10" Trim: 8.5" × 11" Bleed: 17.25" × 11.25"	\$552	\$520	add \$180
Half page (horizontal only) Live space: 7.5" × 4.875"	\$247	\$226	add \$130
One-third page (vertical only) Live space (vert): 2.347" × 9.375"	\$210	\$189	add \$105
Quarter page (horizontal/vertical) Live space (horz): 7.5" × 2.347" Live space (vert): 3.625" × 4.875"	\$168	\$137	add \$105
One-sixth page (horizontal/vertical) Live space (horz): 4.925" × 2.5" Live space (vert): 2.347" × 4.625"	\$115	\$95	add \$75
Classified ads	\$35 for first 50 words, \$.50 each additional word		

ad samples

