

# RATES & SPECS

## RATES











All display advertising rates: per insertion, in U.S. dollars

### ALL PRICES NET

	1x Rate	3x Rate	6x Rate
Marketplace	\$299	\$299	\$299
1/3 Page	\$1,601	\$1,444	\$1,284
1/2 Page	\$1,765	\$1,605	\$1,391
2/3 Page	\$2,141	\$1,927	\$1,772
Full Page	\$2,467	\$2,253	\$2,042
1/2 Spread Page	\$2,467	\$2,253	\$2,042
2 Page Spread	\$3,676	\$3,357	\$3,030

**PREMIUM PLACEMENT:**  
 +25% Inside Front Cover  
 +25% Opposite Contents Page  
 +25% Inside Back Cover  
 \$4,994 Back Cover

## SIZES

	Non-Bleed Ad Size	With Bleed Ad Size	Trim Size	Live Area Size*
 <b>Two-Page Spread</b>	16" x 9.875"	17" x 11.375"	17" x 10.875"	16.5" x 10.375"
 <b>Half-Page Spread</b>	16" x 4.625"	17" x 5.375"	17" x 5.125"	16.5" x 4.875"
 <b>Full Page</b>	7.5" x 9.875"	9" x 11.375"	8.5" x 10.875"	8" x 10.375"
 <b>1/2 Page H</b>	7.5" x 4.625"	9" x 5.375"	8.5" x 5.125"	8" x 4.875"
 <b>1/3 Page H</b>	7.5" x 3.375"	9" x 4.125"	8.5" x 3.875"	8" x 3.625"
 <b>1/3 Page V</b>	2.5" x 9.875"	3.25" x 11.375"	3" x 10.875"	2.25" x 10.375"
 <b>1/2 Page V</b>	3.75" x 9.875"	4.5" x 11.375"	4.25" x 10.875"	3.5" x 10.375"
 <b>2/3 Page V</b>	5" x 9.875"	5.75" x 11.375"	5.5" x 10.875"	4.75" x 10.375"
 <b>1/2 Page Island</b>	5" x 6.875"	N/A		
 <b>1/3 Page Island</b>	5" x 5.125"	N/A		

## INCREASE EXPOSURE

Call for pricing.



### COVERWRAPS

Cover wraps are attached to the front of the magazine. Prices vary by issue.



### BELLYBANDS

Bellybands wrap around the outside of the magazine. Prices vary by issue.

## PUBLICATION INFORMATION

**Publication (Trim) Size:** 8.5" x 10.875"

**Live Area:** 8" x 10.375"

**Paper Stock:** 70-lb. gloss-coated guts, 80-lb. gloss-coated cover

**Method of Printing:** Web press, 150 lpi, process color

**Binding:** Saddle-Stitched

**Applications:** Designed in Adobe InDesign. PC files.

**Ad placement:** Apart from Premium Ad Placements, vertical ads are placed along the outside of the page and horizontal ads are placed at the bottom of the page.

**Proofs:** We do not supply proofs

**Storage of Advertisement:** 24 months

## ARTWORK SPECS

**Color:** CMYK/process colors only. **NO SPOT COLORS.**

All spot colors must be converted to CMYK. Color quality is not guaranteed if spot colors are used. No built-in black type.

**Fonts:** Outline or embed all fonts in the PDF

**File Format:** High-Res PDF

**Resolution:** All advertising materials must be at least 300 dpi and submitted at 100% size.

**Bleed:** Refer to SIZES for the different bleed-size ads. A 1/4" bleed is required for each side that bleeds. PLEASE CHECK THE LIVE AREA. Ads sizes that don't bleed will have a 1/2" border around the ad.

**Live area:** To prevent info being trimmed off, all text, logos, etc., must be kept 1/2" in from the edge of the ad.

**PDF Files:** Save with all fonts and images embedded. Save without color profiles. Once PDF is created, please check the bleed – see below for BLEED specifications. If submitted artwork does not meet specifications a new file will be requested.

**Trapping:** Save files without trapping preferences.

**Color Profiles:** Whenever possible – do not embed or include color profiles.

## CREATING ARTWORK

**In-House Production:** The North American Shale magazine will create advertisements for clients. The advertiser must submit ad copy, plus high-resolution logos and photos. Photos may be purchased for advertisement, but at the client's expense. Submission of materials should be completed at least one month prior to the artwork deadline. No fee for in-house ad creations when advertising in North American Shale magazine.

## SUBMITTING ARTWORK

**FTP Site:** Uploaded to our FTP site.

Call 866-746-8385 for info.

**Email:** artwork@bbiinternational.com

Send hard copy artwork:

**North American Shale magazine**

Attn: Advertising Coordinator

308 2nd Ave. N., Suite 304

Grand Forks, ND 58203

## ADVERTISING CONTACT:

**North American Shale magazine**

Phone: 866-746-8385 | Fax: 701-746-5367

service@bbiinternational.com



## INSERTS/OUTSERTS

Inserts are stitched into the magazine on 100# stock. Outserts are poly-bagged with the magazine.

Please call 866-746-8385 or e-mail service@bbiinternational.com for details.