

BOXING DIGEST ADVERTISING RATES

FOUR COLOR RATES

| Page Size | 1 time | 6 times | 10 times |
|-----------|---------|---------|----------|
| Full page | \$1,500 | \$1,250 | \$1,000 |
| 1/2 page | \$1,000 | \$900 | \$700 |
| 1/3 page | \$700 | \$600 | \$500 |

ADVERTISING PRODUCTION

ELECTRONIC FILE REQUIREMENTS

PDFs:

Hi Res PDFs

ADOBE INDESIGN OR QUARK EXPRESS REQUIREMENTS

(MACINTOSH) PACKAGE or COLLECT FOR OUTPUT

DOCUMENTS:

InDesign version CS - CS3, QuarkXPress version 3.3 - 6.5 Mac format files. Please ensure process, RGB, and Pantone colors are set to CMYK separation ON (unless spot color is intended to print). Set up document size to actual ad size. Do not center live matter within larger document. (i.e. 8. x 10.75" ad should be in document of exactly that size.)
Bleed: set at .125"

PICTURES:

InDesign/Quark TIFF or EPS files (or PSD with InDesign).
4/C images saved in CMYK.
B/W and color images should be scanned at 300 dpi.
Line art should be scanned at 1200 DPI.
Be sure to include all image and logo files.

FONTS:

Adobe type 1 fonts only.
Include all fonts on disk (both printer and screen).
Do not assume that the fonts will be on our system.
No true type fonts can be accepted.
Include fonts used in EPS files or convert type to outline.

Please provide PDFs, InDesign package or Quark collect for output files.

FILES

Files can be supplied on:

Omega zip disk, Mac format 100MB or 250 MB capacity
CD ROM
DVD ROM/RAM

PROOFS

SWOP Certified color proofs (Digital Waterproof, Matchprint, Approval and PolaProof). We will attempt to match on press, as closely as possible, to what is provided. All documents (b/w and color) must include a composite laser for all and pages.

MECHANICAL REQUIREMENTS

BODY OF BOOK AND COVERS

| | WIDTH | LENGTH |
|-----------------------------------|--------|--------|
| FULL PAGE, BLEED | 8.25" | 11" |
| Trimming to | 8" | 10.75" |
| Safety: 1/2" from trim | | |
| 2 PAGE SPREAD, BLEED | 16.25" | 11" |
| Trimming to | 16" | 10.75" |
| Safety: 1/2" from trim and gutter | | |
| ONE PAGE, NON-BLEED | 7" | 10" |
| 1/2 PAGE: (Vertical) | 3.5" | 10" |
| 1/2 PAGE: (Horizontal) | 7" | 5" |
| 1/3 PAGE: (Vertical) | 2.25" | 10" |
| 1/4 PAGE: | 3.5" | 5" |

PRINTING: Offset
BINDING: Saddle Stitch

ALL FILM and ELECTRONIC FILES will be held for one year and then destroyed unless otherwise requested in writing.

MAILING INSTRUCTIONS

Materials should be sent to:
Boxing Digest
Advertising Production Dept.
8 West 38th Street Suite 200
New York, NY 10018

ISSUANCE AND CLOSING DATE

Monthly except May-June and Nov-Dec issues.
Closing date: 16th of 2nd month preceding issue date.

CIRCULATION

Newsstand: 25,616 • Subscriptions: 6,604
Total: 39,815 • Foreign 7,595

FOR MORE INFORMATION

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