

Print advertising

All rates effective January 2011

General display rates

Covers	1x	3x	6x	12x	18x	24x
Cover2	\$19,271	\$18,313	\$17,397	\$16,521	\$15,697	\$14,914
Cover3	\$18,468	\$17,551	\$16,676	\$15,841	\$15,110	\$14,296
Cover4	\$20,404	\$19,374	\$18,406	\$17,489	\$16,635	\$15,790

4-C	1x	3x	6x	12x	18x	24x
Full pg.	\$16,068	\$15,265	\$14,492	\$13,771	\$13,081	\$12,432
2/3 pg.	\$12,051	\$11,443	\$10,867	\$10,331	\$9,806	\$9,322
1/2 pg.	\$9,641	\$9,157	\$8,693	\$8,261	\$7,849	\$7,457
1/3 pg.	\$6,427	\$6,108	\$5,747	\$5,511	\$5,232	\$4,965
1/6 pg.	\$4,017	\$3,811	\$3,626	\$3,440	\$3,265	\$3,111

B&W	1x	3x	6x	12x	18x	24x
Full pg.	\$11,474	\$10,897	\$10,352	\$9,837	\$9,342	\$8,879
2/3 pg.	\$8,601	\$8,178	\$7,766	\$7,375	\$7,014	\$6,664
1/2 pg.	\$6,880	\$6,541	\$6,211	\$5,902	\$5,614	\$5,325
1/3 pg.	\$4,594	\$4,357	\$4,141	\$3,935	\$3,739	\$3,554
1/6 pg.	\$2,863	\$2,730	\$2,585	\$2,451	\$2,338	\$2,225

Rotary club and mail-order rates

4-C	1x	3x	6x	12x	18x	24x
Full pg.	\$10,331	\$9,806	\$9,322	\$8,858	\$8,415	\$7,993
2/3 pg.	\$7,746	\$7,365	\$6,994	\$6,644	\$6,314	\$5,995
1/2 pg.	\$6,201	\$5,881	\$5,593	\$5,315	\$5,047	\$4,800
1/3 pg.	\$4,130	\$3,924	\$3,729	\$3,543	\$3,368	\$3,203
1/6 pg.	\$2,585	\$2,451	\$2,338	\$2,225	\$2,112	\$2,009

B&W	1x	3x	6x	12x	18x	24x
Full pg.	\$7,231	\$6,870	\$6,520	\$6,201	\$5,881	\$5,593
2/3 pg.	\$5,418	\$5,150	\$4,893	\$4,645	\$4,419	\$4,202
1/2 pg.	\$4,336	\$4,120	\$3,914	\$3,718	\$3,533	\$3,358
1/3 pg.	\$2,894	\$2,750	\$2,606	\$2,482	\$2,348	\$2,235
1/6 pg.	\$1,803	\$1,720	\$1,627	\$1,545	\$1,473	\$1,401

Pricing available on request for special units, supplied inserts, split runs, PMS spot-color printing, and special advertising sections

Rate base: 460,000

Full page bleed size
8-1/4" x 10-3/4"

Full page trim size
8" x 10-1/2"

Full page live area
7-1/2" x 10"

2/3 vertical
4-7/16"
x 9-1/2"

1/2 vertical
4-7/16"
x 7"

1/2 horizontal
7" x 4-7/16"

1/3
vertical
2-1/8"
x 9-1/2"

1/3 square
4-7/16"
x 4-5/8"

1/6
vertical
2-1/8"
x 4-5/8"

1/6 horizontal
4-7/16" x 2-1/8"

Classified advertising

Acceptance All ads are subject to publisher's approval. Dates of insertion cannot be guaranteed. Publisher reserves the right to edit the format of ads to fit the publication's style.

Payment All ads must be prepaid. Major credit cards are accepted (Visa, MasterCard, American Express). Your credit card billing statement will show "James G. Elliott Co." Payment is also accepted by check, money order, or U.S. dollar bank draft (for payments from outside the United States). Please make checks payable to James G. Elliott Co. There is no commission on classified advertising.

Cancellations All cancellations must be made in writing before the closing date (15th of the month, two months prior to issue).

Print classifieds – regular "liner" rates

	1x	3x	6x
Cost per word per issue	\$7.25	\$6.25	\$5.75

Fifteen-word minimum; e-mail address, URL, phone, or fax number counts as two words. Use of personal Rotary affiliation is not permitted for the purpose of offering goods or services for sale.

Print classifieds – display rates

	1x	3x	6x	12x
2 inches tall	\$587	\$546	\$505	\$464
1.5 inches tall	\$453	\$422	\$391	\$361

Online advertising

Display rates

Skyscraper (160 x 600 pixels) – \$45 cpm

Rectangle (180 x 150 pixels) – \$29 cpm

Button (120 x 90 pixels) – \$17 cpm

Digital requirements

Maximum file size: 30k (20k recommended)

Accepted file types: GIF, JPEG.

Closing dates All online orders and files due two weeks prior to month scheduled. E-mail to adv@rotary.org.

Online classifieds Fifteen-word minimum. Each phone number, e-mail address, or URL counts as two words.

Rates for online-only customers: \$1.60 per word. Each e-mail or URL link: additional \$16.

Rates for customers who also order print classified advertising: \$0.80 per word. Each e-mail or URL link: additional \$10.

Deadlines

Written orders and final materials are due to the publisher by the 15th of the month, two months before the issue date. Example: for the December 2011 issue, the due date is October 15.

Printing specifications

The Rotarian is printed computer-to-plate, heat-set web offset in 4C process. To obtain the greatest benefits from a computer-to-plate workflow, please submit advertising material in one of the preferred digital file formats listed below. We will no longer accept film.

Our printer follows SWOP specifications (see www.swop.org). We recommend a screening of 133 lpi, and a maximum TAC of 300% with no more than one color solid. The ink sequence on press is KCMY. We cannot accept responsibility for reproduction errors with ads that are submitted as native application files or do not adhere to SWOP standards.

Required information

Supply the name and phone number of a contact we can reach should we encounter problems processing your digital files. Include a printed list of files submitted, and note the file format used, image resolution, and type of proof submitted.

Required media

Submit files on industry-standard digital media, such as DVD or CD-ROM. Any files compressed with an application such as StuffIt should be saved as a self-extracting archive.

Required formats

We strongly recommend submitting ads as PDF/X-1a files. This file format, which can be created using software such as QuarkXPress and Adobe InDesign, is well suited to avoiding prepress problems.

A list of alternative formats is available on request.

Please do not submit native application files from InDesign, QuarkXPress, Illustrator, as such files are inherently unstable in the prepress process.

Shipping address

Magazine Advertising, *The Rotarian*, One Rotary Center, 1560 Sherman Avenue, Evanston, IL 60201-3698.

If the advertiser declines to provide contract proofs (in which case the publisher shall not be held responsible for color deviation), materials may be e-mailed to adv@rotary.org.

Special units and supplied inserts

Business reply cards Minimum of one page accompanying display advertising required. Reply card material must be furnished. Rates and details on request.

Split runs & regional buys Regional testing requires supplied insert or one-page minimum of display advertising. A-B split run requires half-page minimum. Rates and details on request.

Special space units & inserts Multispreads, gatefolds, poly-bagged discs, etc. Advertiser must furnish insert material and provide a sample in advance. Rates, production specs, and circulation options available on request.

Bleed pages No additional charge. Bleeds are available for two; one-; two-thirds- or half-page units.

Ad production notes

Resolution The continuous tone (CT) image resolution should be 300 dpi or 12 dots/mm. Line work (LW) resolution should be 2,400 dpi or 72 dots/mm. The CT resolution should be equally divisible into the LW resolution. Preferred offset is 0,0.

Color modes All images must be high-resolution files in CMYK mode for 4C ads and in grayscale mode for B&W ads. All colors in the page layout program should be changed to CMYK. Spot colors should be turned off except when a spot color is required.

Bleed and safety Build bleed ads to trim and extend the bleed 1/8" beyond page edge. Keep all matter not intended to trim at least 1/2" within trim edges.

Contract color proofs A contract color proof, printed at 100% of final size and made to SWOP standards (i.e., Kodak Approval, Iris/Veris, Epson, Fuji, Digital Matchprint) must be supplied with advertising materials to be used for color matching purposes on press. All off-press proofs should include a color bar. This color bar should be at 133-line screen on all halftone proofs.

Desktop color laser or inkjet proofs are not acceptable for color guidance. If contract proofs are not available, color laser copies must be supplied for makeup guidance, and advertisers may request that *The Rotarian* create a contract color proof (at a nominal additional charge). These proofs must be made from the files submitted for plating.

Contract & copy regulations All invoices are due upon receipt and are considered delinquent if not paid within 30 days from the date of invoice. Applicant agrees to pay collection agency fees and expenses and other costs of collection, including reasonable attorney fees and court costs that may be incurred by Media Provider in pursuing and collecting payment. The liability of Applicant shall be joint and several with third parties. Advertiser agrees to indemnify and protect the publisher from any claims or actions based on the unauthorized use of any person's name or photograph, or of any sketch, map, words, label, trademark, or other copyrighted matter, or based on libelous statements in connection with advertising purchased according to the terms of this rate card. The right to refuse unsatisfactory copy or artwork is reserved by publisher.

Contact us

Sales offices

New York

Ilyssa Somer

212-588-9200 ext. 1328

Fax: 212-588-9201

i.somer@jamesgelliott.com

Eastern U.S.

Reina Miller

212-588-9200 ext. 1321

Fax: 212-588-9201

r.miller@jamesgelliott.com

Western U.S.

Kim McGraw

213-596-7215

Fax: 213-624-0997

k.mcgraw@jamesgelliott.com

Midwest/South Central U.S.

Joe Wholley

312-236-4900 ext. 1102

Fax: 312-236-4940

j.wholley@jamesgelliott.com

All classifieds

Glenn Belton

213-624-0900 ext. 1200

Fax: 213-624-0997

g.belton@jamesgelliott.com

Home office

Marc Dukes, *The Rotarian*

1560 Sherman Ave.

Evanston, IL 60201-3698

847-866-3092

Fax: 847-556-2171

marc.dukes@rotary.org

*For assistance, please contact a sales office
or the home office listed above.*

rotarian.
www.rotary.org/jump/mediakit