

2010 SEMPER FI ADVERTISING RATES

	Color				Black & White			
	1X-3X	4X	5X	6X	1X-3X	4X	5X	6X
Center Spread	\$11,330	\$10,303	\$9,785	\$9,272	\$8,499	\$7,727	\$7,342	\$6,955
Cover 2 or 3	\$5,682	\$5,168	\$4,909	\$4,650	\$4,263	\$3,873	\$3,679	\$3,486
Cover 4	\$6,674	\$6,067	\$5,764	\$5,461	\$5,003	\$4,550	\$4,319	\$4,093
Full Page	\$5,135	\$4,672	\$4,435	\$4,203	\$3,850	\$3,482	\$3,326	\$3,150
2/3 Page	\$4,209	\$3,828	\$3,635	\$3,442	\$3,155	\$2,868	\$2,725	\$2,581
1/2 Page	\$3,304	\$3,006	\$2,851	\$2,703	\$2,476	\$2,250	\$2,140	\$2,025
1/3 Page	\$2,653	\$2,416	\$2,295	\$2,174	\$1,991	\$1,809	\$1,721	\$1,627
1/4 Page	\$2,333	\$2,123	\$2,013	\$1,909	\$1,748	\$1,589	\$1,512	\$1,429
1/6 Page	\$2,079	\$1,892	\$1,792	\$1,699	\$1,561	\$1,417	\$1,346	\$1,274
1/9 Page	\$1,958	\$1,782	\$1,688	\$1,600	\$1,468	\$1,335	\$1,269	\$1,203
1/12 Page	\$1,787	\$1,627	\$1,544	\$1,461	\$1,341	\$1,219	\$1,159	\$1,098

*ALL RATES ARE GROSS

Contact Cathy Williams for mail order pricing - 703-587-7142 - cathy@cmgmarketingandevents.com

EXPO SUPPLEMENT RATES

	Color		
	1X	2X	3X
Cover 2 or 3	\$5,017	\$4,766	\$4,514
Cover 4	\$5,890	\$5,595	\$5,301
Full Page	\$4,535	\$4,305	\$4,081
1/2 Page	\$2,918	\$2,768	\$2,624
1/3 Page	\$2,346	\$2,227	\$2,110

*ALL RATES ARE GROSS

MECHANICAL SPECS

PUBLICATION TRIM SIZE: 8 1/4" X 10 1/4"

No charge for bleed. For full-page bleed ads, extend any art 1/8" beyond the trim.
Live matter should be kept 1/4" from trim.
Printed web offset.
Binding: saddle-stitched.

DIGITAL PRINTER READY

Files for print-ready materials should be submitted as CMYK in SWOP endorsed PDF or PDF/X-1 formats. Please supply a content proof, made directly from the supplied file.

PREFERRED MEDIA

Please ensure that all document sizes are created to the mechanical specifications, no internal crop marks. Full page bleed ads should be created to trim size and artwork should be extended 1/8" beyond trim. Keep live matter 1/4" from all trimmed edges.

Please supply any native files as Macintosh (preferred) or PC format in Quark XPress, InDesign, Illustrator or Photoshop formats. Include all supporting files – high-resolution images and fonts. Illustrator and .eps files should be supplied with fonts converted to paths or a native Photoshop file at 300ppi. Acceptable media for file transfer is ftp or a CD/DVD.

Native files must be preflighted and at the proper resolution. Electronic images should be supplied as an .eps or .tif format at 300ppi and as cmyk. All live artwork should be placed at no more than 120% or less than 80% of the actual size.

Convert all colors to process separation including Illustrator or .eps files.

PROOFS

Content proofs must accompany all materials.

FONTS

Include all fonts in both screen and printer (which includes fonts used in any imported .eps artwork unless those fonts have been converted to paths or outlines). Type 1 (postscript) and Open Typeface fonts are preferred. If the font you want/need is available only as a TrueType (TT) font, please let us know when the job is submitted. In some instances, the conversion from TrueType to Type 1 can cause some reflow of text.

FTP

File Transfer Protocol (FTP) is also available. Call our production department at 615-690-3400 for User ID and Password. If using FTP, files must be compressed with Stuffit as Self Extracting Archives (.sea), and when uploaded, must be encoded as a BinHex (.hqx) file. Fax notification and a proof to our production department at 615-690-3401. A .pdf file can be sent as a color proof only.

SHIPPING INSTRUCTIONS/QUESTIONS

Send orders and materials to:

Natalie Willis
Semper Fi
3322 West End Avenue, Suite 700
Nashville, TN 37203
Tel: 615.690.3424
Fax: 615.690.3401
nwillis@hammock.com

CONTRACT & COPY REGULATIONS

All advertising rates and conditions are subject to change without notice. If an ad creates in the judgment of the Publisher the impression that it is editorial material, the word "advertisement" will be placed at the top of the ad.

Publisher assumes no liability for errors, or necessary omission of an advertisement for any reason whatsoever. Any condition on a contract, or copy instructions that conflict with or vary these provisions, will not be binding on the Publisher.

The Publisher shall not be subject to any liability whatever for any failure to publish because of acts of God, work stoppage, accidents, fires or other natural or unnatural occurrences which are outside and beyond the Publisher's control.

Any order which specifies position is subject to the Publisher's absolute right to determine actual position. All advertisements are accepted and published by the Publisher upon representation that the agency and advertiser are authorized to publish the subject matter, copy and graphics contained therein.

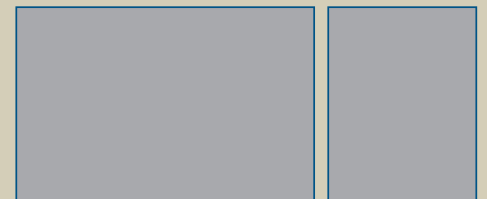
The advertiser and agent, in consideration for the publication of the advertisement, agree to indemnify and hold harmless the Publisher from any liability, loss, expense (including court costs and attorney fees) arising out of the publication of the advertisement.

Advertising agencies agree to pay all charges for advertising placed at their request, in the event no payment is made by the advertiser. Publisher has authority to hold both advertiser and agency liable for such monies due and payable to Semper Fi magazine.

ADVERTISING DIMENSIONS

(Listed in Inches)

	Width	Height
Spread <i>(Document must be created with (2) 8.25 inch facing pages)</i>	16 1/2	10 3/4
live area <i>(Keep live area 1/4" from trim)</i>	16	10 1/4
bleed page <i>(Bleeds extend 1/8" beyond trim size)</i>	16 3/4	11
Full Page	8 1/4	10 3/4
live area	7 3/4	10 1/4
bleed page <i>(Bleeds extend 1/8" beyond trim size)</i>	8 1/2	11
2/3 Vertical	4 3/4	9 3/4
2/3 Horizontal	7 1/4	6 1/8
1/2 Vertical	4 3/4	7
1/2 Horizontal	7 1/4	4 3/4
1/3 Vertical	2 1/4	9 3/4
1/3 Horizontal	7 1/4	3 1/8
1/3 Square	4 3/4	4 3/4
1/4 Vertical	2 1/4	7
1/6 Vertical	2 1/4	4 3/4
1/6 Horizontal	4 3/4	2 1/4
1/9 Vertical	2 1/4	3 1/4
1/12 Square	2 1/4	2 1/4



2 Page Spread

Full Page



2/3 Vertical

2/3 Horizontal

1/2 Vertical



1/2 Horizontal

1/3 Vertical

1/3 Horizontal



1/3 Square

1/4 Vertical

1/6 Vertical



1/6 Horizontal

1/9 Vertical

1/12 Square