

"The Shelby Reports: West, Southwest, Southeast, Northeast and Midwest - Region Wise. Nationwide!"

2012 Four Color Advertising Rates* (GROSS)

Ad Size	Dimensions	1 x	3 x	6 x	12 x	24 x	36 x	48 x	NATIONAL RATES** (NET)
Full Page	FULL PAGE BLEED 11.375"W x 15.5"H	\$5,709	\$4,853	\$4,568	\$3,998	\$3,426	\$3,140	\$2,855	\$11,770
	5 col x 14" 10.375"W x 14"H	Per Edition	Per Edition	Per Edition	Per Edition	Per Edition	Per Edition	Per Edition	
Jr. Page	JR. PAGE W/BLEED 8.775"W x 10.8"H <i>Right page placement.</i>	\$3,996	\$3,397	\$3,197	\$2,798	\$2,398	\$2,198	\$1,998	\$8,240
	4 col x 10" 8.275"W x 10"H	Per Edition	Per Edition	Per Edition	Per Edition	Per Edition	Per Edition	Per Edition	
1/2 Page	HORIZONTAL W/BLEED 11.375"W x 7.8"H	\$3,710	\$3,154	\$2,968	\$2,597	\$2,226	\$2,041	\$1,855	\$7,650
	5 col x 7" Horiz. 10.375"W x 7"H								
	VERTICAL W/BLEED 5.94"W x 15.5"H <i>Right page placement.</i>								
	2.5 col x 14" Vert. 5.1875"W x 14"H								
1/3 Page	4 col x 6" Horiz. 8.275"W x 6"H	\$2,968	\$2,523	\$2,375	\$2,078	\$1,781	\$1,633	\$1,484	\$6,120
	3 col x 8" Vert. 6.175"W x 8"H	Per Edition	Per Edition	Per Edition	Per Edition	Per Edition	Per Edition	Per Edition	
1/4 Page	4 col x 4.5" Horiz. 8.275"W x 4.5"H	\$2,512	\$2,163	\$2,010	\$1,759	\$1,508	\$1,382	\$1,256	\$5,178
	3 col x 6" Square 6.175"W x 6"H								
	2 col x 9" Vert. 4.075"W x 9"H								
1/5 Page	HORIZONTAL W/BLEED 11.375"W x 3.58"H	\$2,284	\$1,942	\$1,828	\$1,599	\$1,371	\$1,257	\$1,142	\$4,708
	5 col x 3" Horiz. 10.375"W x 3"H								
	3 col x 5" Vert. 6.175"W x 5"H								
Express Lane	1.5 col x 4" 3.122"W x 4"H	This WEST/SW/SE/NE/MW feature allows you to advertise your new products/services in color at a reduced rate!*							

* All rates are subject to change. Please call your Shelby Publishing Sales Rep for information about current rates and promotions. Rates negotiable for contracts exceeding 12 insertions.

** Runs all (5) regions, same month. Ads must be same size, but may change ad in each or any edition. For multiple months, discount 1% for each month (i.e. 6X schedule earns 6% discount; 12X schedule earns 12% discount within 12-month cycle). GLOSSY pages, add 20%. Please call your Shelby Publishing Sales Rep for availability or call 770-534-8380.

Cover Positions (High Def, 60# Offset)

Front Banner (11.375"W x 3.5"H which includes .25" bleed to trim on left, bottom and right)	Extra 30%
Back Cover (10.375"W x 14"H; no bleed)	Extra 20%
Inside Front Cover (11.375"W x 15.5"H which includes .25" bleed to trim on all sides)	Extra 15%
Inside Back Cover (11.375"W x 15.5"H which includes .25" bleed to trim on all sides)	Extra 10%

Glossy Center (80# Gloss Text)

Power Center (all four positions)	\$22,025
Full Center Spread Ad (22.25"W x 15.5"H which includes .25" bleed to trim on all sides)	\$12,560
Front Center Spread Ad (11.375"W x 15.5"H which includes .25" bleed to trim on all sides)	\$6,100
Back Center Spread Ad (11.375"W x 15.5"H which includes .25" bleed to trim on all sides)	\$5,900

2012 Ad Requirements

COMPLETED ADS

- We will only accept **HIGH RESOLUTION PDFs** built at **300 dpi** or higher.
- Colors Black and Gray must be created using **Black (K)** and NOT Four Color (CMYK).
- **BLEEDS ALLOWED FOR SOME SIZES**
- Maximum Ink Density: **240**

SHELBY IN-HOUSE DESIGN SERVICES

- **DIGITAL FILES ONLY**
- All photos and/or logos **must** be submitted at **300 dpi** or higher.
- Please send **INDIVIDUAL, NATIVE ART FILES ONLY.**
- The acceptable formats for artwork to be used to build your ads are limited to EPS, JPEG, TIF, PDF.

UNACCEPTABLE FILE FORMATS

- Microsoft Word, Excel, Powerpoint, Illustrator, Photoshop, QuarkXpress, InDesign, Corel
- GIF files
- Low Resolution Art (*less than 300 dpi*)
- Ads/Art comprised of mostly heavy black/dark inks. (*Heavy ink coverage saturates the paper, often causing ink transfers or smudges. Additionally, it can lead to illegible reverse type as the ink will fill in the lettering.*) We highly recommend you do not use small reverse type in ads.

SUBMITTING YOUR AD: 3 OPTIONS

- Upload your files to us via DropItToMe. Our Production Department will receive an email once your upload is complete. In your web browser go to **www.dropitto.me/shelbyproduction** The upload password is **2ShelbyPub8380** OR
- Email to **production@shelbypublishing.com** (10mb Max) OR
- Ship us digital files on CD/DVD.

GLOSSY CENTER PAGE(S) AND CENTER SPREAD GUIDELINES

Includes the following:

- FRONT RIGHT CENTER
 - INSIDE LEFT CENTER
 - INSIDE RIGHT CENTER
 - BACK LEFT CENTER
- } **OR POWER CENTER SPREAD**

Please submit your artwork for the glossy cover pages in high-resolution .pdf files. Minimum **300 dpi**. Artwork should be in CMYK format. Please use Black (K) rather than Four Color Black (CMYK) for all black or gray colors. **The trim size is 10.875"Wx15"H for a ONE PAGE AD. Please design your ads at 11.375"Wx15.5"H to allow for bleed off the page/trimming. For a FULL CENTER SPREAD AD, the trim size is 21.75"Wx15"H. Please design your FULL CENTER SPREAD AD at 22.25"Wx15.5"H to allow for bleed off of the page/trimming.** Slick center ads are printed on 80# Gloss Text.

HD COVER PAPER STOCK = 60# Offset

INTERIOR PAPER STOCK = 35# High Bright

GLOSSY PAPER STOCK = 80# Gloss Text

FINAL TRIM SIZE = 10.875"Wx15"H

GUTTER WIDTH = .167"

OPEN RATE

Smaller Sizes \$175/column inch

B/W RATE

deduct \$500

INSERTS (Pre Printed)

Single Leaf (1-2 sides) \$3,900

Double Leaf (3-4 sides) \$5,500

Free Standing or Stitched

CLASSIFIEDS

- \$50/inch
- \$20 blind box (extra)
- Non-Commissionable
- One column size = 1.975"
- B/W or Full Color

PUBLISHER RESERVES THE RIGHT TO EDIT COPY SUBMITTED FOR PRINT.

If you are under contract, your previous ad will continue to run unless new ad materials (meeting requirements) are received by the closing date.

SUBSCRIPTION INFORMATION

To subscribe, please go to our website **www.theshelbyreport.com** and click on SUBSCRIBE. Download and complete the .pdf form and then click the e-mail box to submit your form electronically. If you are having trouble submitting the form electronically,

AGENCY COMMISSION

15%

FREQUENCY DISCOUNTS

Charges will be adjusted in accordance with earned rates when contracts are increased or cancelled.

complete the form and print it out OR print and fill it out by hand. Then eFax to **678.343.2197** or mail form w/payment to: **Shelby Publishing Co., Inc.** ATTENTION: CIRCULATION 517 Green Street • Gainesville, GA 30501 *For questions regarding current or new*

CANCELLATION FEE

Ads cancelled after closing will be billed full price.

LATE FEE

A 1.5% charge will be added to all accounts 30 days past due.

*subscriptions, contact our Circulation department at 1-888-498-0771 or send an email to **circulation@shelbypublishing.com**.*

MAIN OFFICE 770.534.8380

EDITORIAL ONLY 1.888.498.0771

PRODUCTION ONLY .. 1.877.743.5291

All Rates Gross Unless Specified and Include Four Color.

Did you know that Shelby Publishing offers customized ad design services? Ask your Shelby Sales Rep about our in-house design capabilities.

RATE CARD #42 EFFECTIVE: OCTOBER 1, 2011

*If you have additional questions or need clarification on any of these requirements, please contact your Shelby Sales Rep OR contact the Production Department at **production@shelbypublishing.com** or by phone at 1-877-743-5291.*

Thank you for your interest in our publications. We look forward to working with you.

www.theshelbyreport.com • www.shelbypublishing.com • www.sunbeltfoodservice.com