

Girl Scouts **Leader** advertising **RATE CARD**

2008 & 2009

	1x	2x (5%)	4x (10%)	6x (20%)
Four Color Full Page	\$ 65,000	\$ 61,750	\$ 58,500	\$ 52,000
Spread	\$ 123,500	\$ 117,325	\$ 111,150	\$ 98,800
Inside Front - 2nd Cover	\$ 78,000	\$ 74,100	\$ 70,200	\$ 62,400
Inside Back - 3rd Cover	\$ 81,250	\$ 77,188	\$ 73,125	\$ 65,000
Back Cover - 4th Cover	\$ 84,500	\$ 80,275	\$ 76,050	\$ 67,600
1st Spread	\$ 148,200	\$ 140,790	\$ 133,380	\$ 118,560
2nd Spread	\$ 142,025	\$ 134,924	\$ 127,823	\$ 113,620



Effective: Summer 2008 Issue. **Frequency:** Quarterly. **Guaranteed Rate Base:** 1 million.

Premiums

Position Guaranteed - There is a 15% commissionable premium charge per insertion for all guaranteed positions including *Letter from President*, *Contents*, *Leader-to-Leader* and section openers.

Discounts

Nonprofit - Organizations which qualify may take an additional 10% off the earned volume discount rate.

Billing Information

All advertising will be billed at the open rate unless a contract is signed and accepted by the advertiser and/or the agency of record and SPOT ON media.

No bleed charge. Special color rates available on request.

Rates and production specifications for gatefolds are available upon request.

Commission is 15% to agencies. These rates and all advertising transactions are subject to SPOT ON media's advertising terms and conditions.

TECHNICAL SPECIFICATIONS

Preferred File Type: PDF/X-1a, 1 file per page (will accept PDF).

General specifications for creating PDFs:
 Fonts: Type 1 PostScript or Open Type fonts. Embed all fonts. Avoid TrueType and Multiple Master fonts.

Images: 200-300dpi CMYK and grayscale only (no RGB, or LAB). TIFF and EPS graphics only, (no PICT, GIF, JPEG, etc.).

Compression: Use ZIP 8-bit only, avoid JPEG and LZW.

Color Space: CMYK and Grayscale only, no RGB, or LAB.

PAGE SETUP:

Trim Size: 8-3/8" x 10-7/8".
 Include a bleed of 1/8" on all sides.

Registration: Select center for page positioning. Center registration marks at a 12 point offset.

Binding: Perfect Bound

Full Page Non Bleed:
 7.375" x 9.875" vertical.



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