

GENERAL RATES

Rate Base: 49,200

4-COLOR

Back cover	\$1,600
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BLACK & WHITE

Cover 2	\$1,250
Cover 3	\$1,250
Full page	\$1,100
1/2 page-horizontal	\$600
1/2 page-vertical	\$600
1/4 page-vertical	\$350

CLASSIFIED - print edition only

	1 ISSUE	3 ISSUES*
Display ad 1"	\$120	\$240
Display ad 2"	\$240	\$480
Word ad (10-word minimum)	\$3.95/word	\$3.60/word

Circulation and rates include both print and digital editions. Prices are per issue. Magazine is published 7 times in 2018, including 5 double issues. The 2019 Yearbook will be published in the January/February 2019 issue of Dell Horoscope. No extra charge for color digital-edition ad.

WEBSITE AD RATES

Total Visits: 384,300

Vertical banner ad (1-month)	\$250
Vertical banner ad (3-month)*	\$600
Small classified ad (1-month)	\$240
Small classified ad (3-month)*	\$220
Large classified ad (1-month)	\$360
Large classified ad (3-month)*	\$330

Place your ad in the classified section of our print magazine, and add it to our online classified section for just \$30.

* In order to earn the 3-month rate, ads must be prepaid at the time of order.

AD CLOSING / ON SALE DATES

2018 Issue	Ad Closing	Print On Sale	Digital On Sale
January	08/29/17	11/28/17	11/23/17
February	09/26/17	12/26/17	12/21/17
March/April*	10/31/17	01/30/18	01/25/18
May/June	01/02/18	04/03/18	03/29/18
July/August	02/27/18	05/29/18	05/24/18
September/October	05/01/18	07/31/18	07/26/18
November/December	07/03/18	10/02/18	09/27/18

* New format takes effect. Double issues start with March/April 2018 issue.

AD SIZES

Magazine trim size is 5.875 x 8.5 in.

DISPLAY AD SIZES	LIVE/SAFETY	BLEED
Cover 2	5.125 x 7.75	6.375 x 9.0
Cover 3	5.125 x 7.75	6.375 x 9.0
Back cover	5.125 x 7.75	6.375 x 9.0
Full page	5.062 x 7.75	6.375 x 9.0
1/2 page-horizontal	4.875 x 3.75	n/a
1/2 page-vertical	2.375 x 7.625	n/a
1/4 page-vertical	2.375 x 3.75	n/a

CLASSIFIED AD SIZES - print edition only

Display ad 1"	2.437 x 1.0
Display ad 2"	2.437 x 2.0
Word ad (10 word minimum)	n/a

WEBSITE AD SIZES

Vertical banner ad (left-side)	150 x 200 pixels
Vertical banner ad (right-side)	140 x 200 pixels
Small classified ad	315 x 130 pixels
Large classified ad	315 x 190 pixels

WEBSITE AD SPECS

Format: JPG, PNG or GIF

Images: RGB full color, or grayscale, 300 dpi

URLs: Provide URL links separately with instruction

Ad will be displayed on the homepage with a link to your website or other URL if provided.

PRINT/DIGITAL SPECS

Accepted Formats: Press Quality-PDF[†], EPS, JPG

Fonts: All fonts should be embedded or saved as outlines

Color Images: CMYK, 1200 dpi, embedded
For digital: RGB, 600 dpi, embedded

Black/White Images: Grayscale, 1200 dpi, embedded
For digital: Grayscale, 600 dpi, embedded

†PDF Settings

GENERAL:

Compatibility: Acrobat 4 (PDF 1.3)
Options: Optimize for Fast Web View

COMPRESSION:

Color Images: Do Not Downsample; Compression: Zip
Grayscale Images: Do Not Downsample; Compression: Zip
Monochrome Images: Do Not Downsample; Compression: CCITT Group 4
Select 'Compress Text and Line Art'
Deselect 'Crop Image Data to Frames'

MARKS AND BLEED:

For Print:
Select 'Crop Marks' and 'Page Information'
Type: Default; Weight: 0.25 pt; Offset: 0.25 in (1p6)
Bleed: 0.25 in (1p6) all around
Select 'Include Slug Area'
For Digital: None

OUTPUT:

Color Conversion: No Color Conversion
Profiles Inclusion Policy: Don't Include Profiles

ADVANCED:

Transparency Flattener Preset: High Resolution

CLASSIFIED WORD AD SPECS

Counting Words: Every word is counted – no matter how many letters in the word. No charge for punctuation.

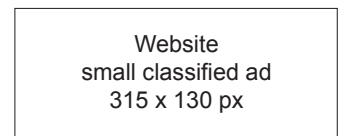
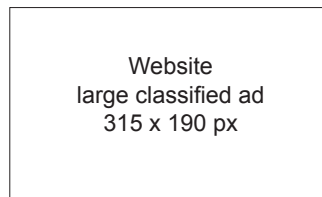
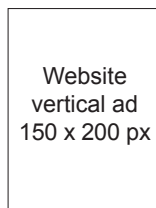
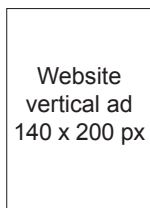
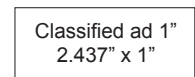
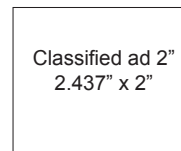
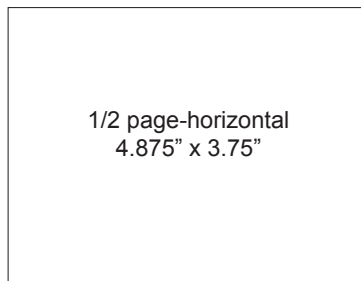
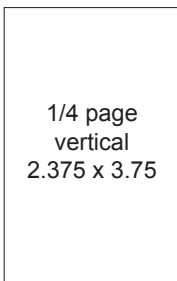
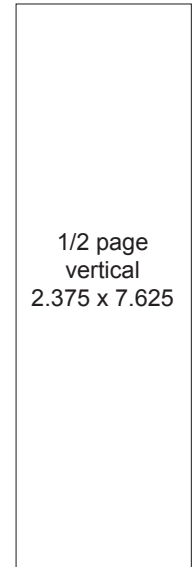
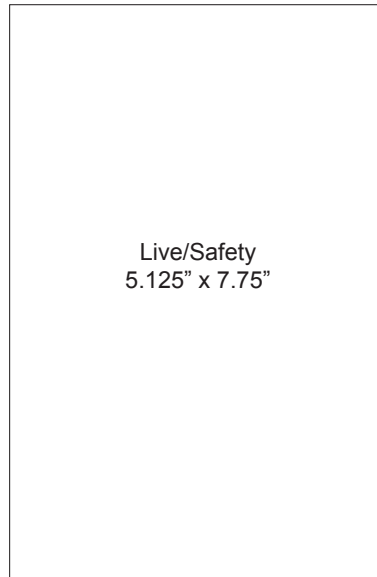
Counts as 1 Word: Initials, abbreviations, dollar amounts, ZIP codes, phone numbers, and cities and states.

Counts as 3 Words: Internet and E-mail addresses.

Style: All ads are set the same. The lead phrase is set in bold caps. No illustrations or borders on word ads. We do not accept other type variations.

RELATIVE AD SIZES

*Scaled to fit page.
 Not actual size.*



Payments

All ads must be prepaid. Make check or money order payable to Dell Magazines. We accept Visa, MC, AMEX and Discover. To pay by credit card please contact our Advertising Sales Department. Payments must be in U.S. funds.

** In order to earn the 3-month rate, ads must be prepaid at the time of order.*

ADVERTISING TERMS & CONDITIONS

- A. All advertisements are accepted and published upon the representation that the advertiser and/or advertising agency are authorized to publish the contents and subject matter thereof. In consideration of the publication of advertisements, the advertiser and/or advertising agency will indemnify and save Penny Publications, LLC, harmless from and against any loss or expense arising out of publication of such advertisements; including, without limitation, those resulting from claims or suits for libel, violation of right of privacy, plagiarism or copyright infringements.
- B. Penny Publications, LLC, shall not be subject to any liability whatever for any failure to publish or circulate all or any part of any issue or issues because of strikes, work stoppages, accidents, fires, acts of God or any circumstances not within the control of Penny Publications, LLC.
- C. The maximum liability assumed by Penny Publications, LLC, for any display advertisement is the total amount paid by the advertiser and/or advertising agency for the ad. The advertiser and/or advertising agency indemnifies Penny Publications, LLC, against all costs exceeding this amount. No adjustment will be made for errors that do not materially affect the value of the advertisement.
- D. Penny Publications, LLC, reserves the right to reject or cancel any advertising, for any reason, at any time. We also reserve the right to request any advertiser to submit literature and/or merchandise prior to acceptance of advertisement.
- E. Errors must be reported to Penny Publications, LLC, upon the publication of the first issue in which the advertisement is scheduled to appear. Penny Publications, LLC, will not be responsible, nor will any credits be given, for advertising errors not reported after publication of the first issue.
- F. Position requests are not accepted. Advance proofs of ads are not submitted. Also, Penny Publications, LLC, will not be bound by other conditions, printed or otherwise, appearing on contracts, orders, or copy instructions that conflict with the provisions of the corresponding rate card.
- G. All rates are subject to change with thirty (30) days notice. All ads must be prepaid. If a classified or website ad is cancelled, credit will be based on duration period. Make check or money order payable to Dell Magazines. Canadian ads must be paid in U.S. funds. There is a \$30 charge for returned checks. We accept Visa, MasterCard, American Express, and Discover. Cancellations and copy changes are accepted only in writing and must be received on or before the closing date of scheduled issues.