

Advertising Rates



ADVERTISING PAGE RATES:

2010

Number of Insertions	1-2x	3x	6x	12x
Spread	\$4,000	3,520	3,200	2,880
Full Page	2,493	2,195	1,995	1,796
Half Page	1,635	1,430	1,300	1,170
1/3 Page	1,406	1,238	1,125	1,013
Inside Covers	3,000	2,640	2,400	2,160
Back Cover	3,375	2,970	2,700	2,430
Premium Positions (Page 1-15)	2,750	2,420	2,200	1,980
Preprinted Inserts	1x	2x	3x	
<i>Based on quantity of 10,000</i>	3,100	2,800	2,500	

ADVERTISING SPACE:

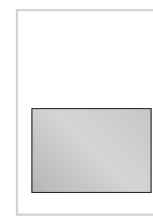
1. All advertising is full color (4-color) and space rates shown above include color charge.
2. Available page configurations are shown at right.



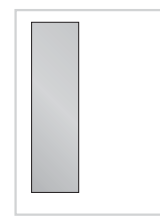
Full Page w/bleed
8.25" x 11.125"



Full Page
7" x 10"



Half Page Horiz.
7" x 4.875"



Third Page Vert.
3.25" x 10"

INSERTS:

We accept preprinted inserts to *Culinary Trends* under the above rates and the following terms and conditions:

1. The number of inserts in each issue is limited to two pieces. Reserve early.
2. The advertiser can provide preprinted pieces or we can provide a separate quote for printing.
3. We must receive and approve a sample of the piece or the design specs before the final price can be quoted.
4. Prices quoted are for inserts weighing 1 ounce or less. Additional ounces can be priced upon request.
5. Size: Single 8.5 x 11 sheet; folded to 8.5 x 5.5 (no accordion folds). Flat sheets & postcards 7.5 x 10.
6. Insert is attached to a page using a glue that allows it to be removed easily, without damaging the page.
7. Also available at additional cost:

Poly Bag: The magazine and separate mailing pieces are sealed in a clear plastic bag. Pricing on request.

Ad Band Wrap on Cover of Magazine: 6 x 16. Request additional specs.

DESIGN & TYPESETTING:

Design and typesetting is available at \$95 per hour from our in-house art department. New contract advertisers receive a credit towards the design of their advertisement. Credit is based on size of ad and number of insertions.

CIRCULATION:

Controlled and paid circulation: Mailed to a compiled list of executive chefs at fine dining restaurants, hotels, country clubs and caterers in the Southern California-Las Vegas and the Northern California markets. *Additional paid circulation* to culinary professionals worldwide.

Frequency: Culinary Trends has been published quarterly since 1990. *Effective in January 2009*, it will be published six times annually: January-February; March-April; May-June; July-August; September-October; November-December. Exact mailing dates are not guaranteed.

TERMS:

Closing Dates/deadlines: Closing date is 30 days prior to month of publication. This is the deadline for all ad changes and cancellations.

Billing: All advertisers will be billed at the open rate unless there is a signed contract for multiple insertions. First ad must be paid in advance with order, then invoiced upon publication with terms of net 30. Credit-card billing available.

MECHANICAL SPECIFICATIONS:

Color, paper and binding: Four-color throughout; coated stock, 100# text cover. Saddle-stitched. Trim size: 8" x 10.875," There are two options for full page ads: 1) If bleed is desired, the final dimensions should be 8.25" x 11.125" which includes .125" beyond the trim per side; 2) Ads without bleed conform to page margins with dimensions of 7" x 10."

Ad preparation & file specs: Our magazine is output from hi-res pdf files at 1200 dpi/175 lpi to produce a sharp, bright image. When providing your own artwork, be cautious of small digital images taken from Web sites. While acceptable for on-screen viewing, these graphics are often undesirable for printing.

Electronic copy: We accept both PC and MAC files. Files can be emailed (10MB limit), uploaded to our FTP (please call for ftp address, username and password to upload your artwork) or delivered on CD. If you plan to e-mail, we recommend compressing your files (WinZip or Stuffit) and send to artist@culinarytrends.net. We commonly work with file formats like press-ready Acrobat files (.pdf, .ai, .eps, .qxd, .psd, .jpg, .tif, .gif and .bmp). Native files are accepted in Quark, Illustrator and PhotoShop provided all graphics and fonts are also supplied. We strongly recommend a **color proof** be sent along with your digital artwork. This is very important as on-screen colors may look very different once printed. The publisher cannot be held responsible for unpredictable color output if no customer-approved proof is provided.

Use of solids or "reverses" in ads: As a general rule, we feel reverses (white type on solid background) tend to "shout" and "insult" the reader. No more than 50% of the ad should be a solid color or use reverse type. Screens above 40% are considered a solid. This rule does not apply to full page ads.

Graphic design services: Our art department can design and typeset your ad. Simply sketch out your ad ideas and include typed copy and preferably large logos, artwork, and photographs. We prefer to scan your photographs on our high-quality scanner; however, if you are sending us prescanned logos or photographs, please provide us with high resolution files (300 dpi at 100% for photos; 600/1200 dpi for line art). If text is digitized (no longer editable), save at 300dpi or higher to avoid jagged edges.



www.culinarytrends.net

Advertising Sales:

So. CA office: 503 Vista Bella, Ste 12, Oceanside, CA 92057
760.721.2500 Fax 760.721.0294

No. CA office: 211 Sutter St., #801, San Francisco, CA 94108
415.431.1117 Fax 866.838.2353

E-mail: advertising@culinarytrends.net