

Culinary

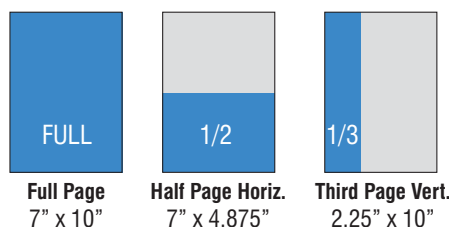
T R E N D S

July 2008

	Open	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
	1x	2x	3x	
Inserts	3,100	2,800	2,500	

COLOR:

Culinary Trends magazine is 4-color, printed on coated stock. Bleeds available on full page ads.



INSERTS:

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

1. The number of inserts in each issue is strictly limited. Reserve early.
2. The advertiser can provide pre-printed pieces or we can provide a separate quote for printing.
3. We must receive a copy of the piece to be inserted 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. Inserts must fit inside magazine completely.
6. Format:
 - Glued Inserts:** Single 8.5 x 11 sheet; must be folded to 8.5 x 5.5 (no accordion folds). Flat sheets & post cards 7.5 x 10.
 - Loose Inserts:** Sheet size no larger than 11 x 17 and **must** be folded to no larger than 8.5 x 5.5. Flat sheets & post cards 7.5 x 10.
 - 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. Call for details and a quotation.

CIRCULATION STATEMENT:

Controlled circulation of 10,000 copies mailed to executive chefs at fine dining restaurants and hotels 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 1993. *Beginning Fall 2008*, it will be published six times annually: October-November, December-January, February-March, April-May, June-July, August-September.

TERMS:

Closing Dates/deadlines: Closing date is 30 days prior to month of publication. This is the deadline for all ad changes and cancellations. The publication is scheduled to be mailed every two months. Exact mailing dates are not guaranteed.

Billing: All advertisers will be billed at the open rate unless there is a signed contract or insertion order for multiple insertions.

MECHANICAL SPECIFICATIONS:

Format & paper: Coated stock. Trim size: 8" x 10.875," Three columns per page. Please allow at least 1/8" on each side beyond trim for bleeds.

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: *Culinary Trends* magazine accepts both PC and MAC files. Files can be emailed (10MB limit), sent via FTP (please call for username and password to upload your artwork) or on CD. If you plan to e-mail, we recommend compressing your files (WinZip or Stuffit) and send to artist@NeubauerandAssociates.com. 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.

Culinary
T R E N D S

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