

# Advertising Rates

## 2012 Bloom Spokane Birth & Beyond Resource Guide

AD SIZE	PICAS (width x height)	INCHES (width x height)	PRICE	
			Non Members	Members
Quarter Page Interior	13p7.5 x 22p	2.27 x 3.66	\$70	\$50
Half Page Interior	28p6 x 22p	4.75 x 3.66	\$135	\$100
Half Page Inside Front Cover	28p6 x 22p	4.75 x 3.66	\$200	\$150
Full Page Interior	33p x 51p	5.5 x 8.5*	\$270	\$200
Full Page Inside Back Cover	33p x 51p	5.5 x 8.5*	\$340	\$250
Full Page Back Cover	33p x 51p	5.5 x 8.5*	\$400	\$300

\* Full page ad files should include a 1/8" bleed on all sides.

## DIGITAL FILE SPECIFICATIONS

**Preferred File Types:** Adobe Acrobat PDF (press quality), EPS, JPG, TIF/TIFF

**Resolution:** All photographic and non-vector images must be a minimum of 300dpi resolution at actual size.

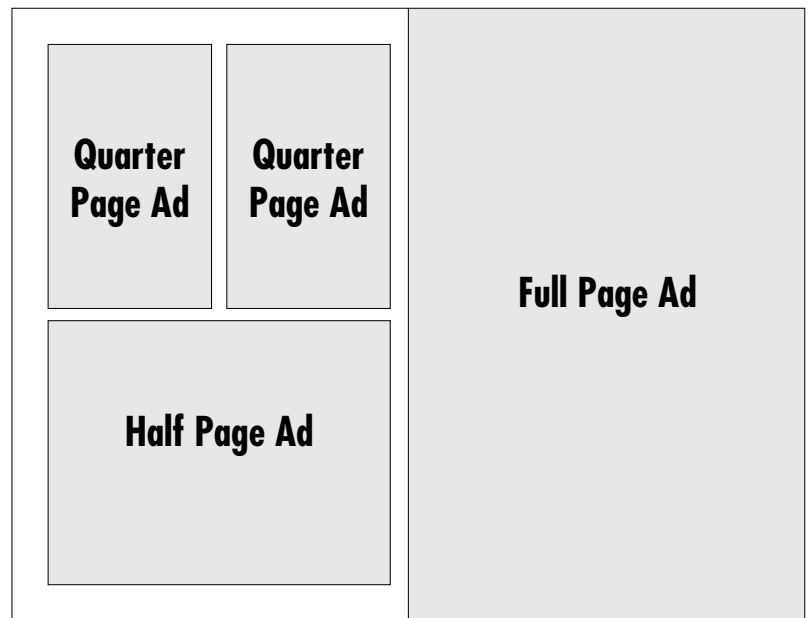
**Fonts:** Convert all fonts to outlines before saving your file.

**Minimum Font Size:** 6pt.

**Size:** If ads are not built to size, they will be resized and white space may be added.

**Colors:** Printing will be 4-color process. All RGB and spot colors will be converted to CMYK.

**Border:** A border is recommended on quarter- and half-page ads. Not required on full-page ads.



**Artwork Deadline:** January 5, 2012

**Send ad files to:** [info@bloomspokane.com](mailto:info@bloomspokane.com)

**Questions?** Call Tine Reese at (509) 944-0089