

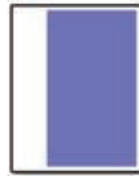
# Rates/Specifications



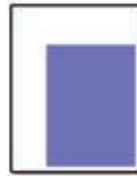
2-Page Spread



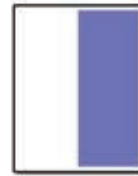
Full Page



2/3 Vertical



1/2 Island



1/2 Vertical



1/2 Horizontal



1/3 Vertical



1/3 Horizontal



1/3 Square



1/4 Vertical



1/4 Horizontal



1/6 Vertical



1/6 Horizontal

## FTP Information

File sizes which are 4MB or less can be E-mailed directly to:

advertising@  
policeandsecurity  
news.com

Requesting a return receipt is recommended.

For instructions on posting files to our FTP site, please contact our office.

## Ad Sizes

## Width/Height

Full Page.....	8 1/8" x 11 1/2"
2/3 Page Vertical.....	5 3/8" x 11 1/2"
1/2 Page Island.....	5 3/8" x 8 1/2"
1/2 Page Vertical.....	3 7/8" x 11 1/2"
1/2 Page Horizontal.....	8 1/8" x 5 5/8"
1/3 Page Vertical.....	2 5/8" x 11 1/2"
1/3 Page Horizontal.....	8 1/8" x 4"
1/3 Page Square.....	5 3/8" x 5 5/8"
1/4 Page Vertical.....	4" x 5 5/8"
1/4 Page Horizontal.....	5 5/8" x 4"
1/6 Page Vertical.....	2 5/8" x 5 5/8"
1/6 Page Horizontal.....	5 3/8" x 2 3/4"

## B & W Rates

## 1X

## 3X

## 6X

Two Page Spread	\$5140	\$4920	\$4675
Full Page	3080	2930	2780
2/3 Page Vertical	2565	2410	2255
1/2 Page Island	2115	2035	1955
1/2 Page V/H	1850	1750	1650
1/3 Page V/H	1315	1235	1155
1/3 Page Square	1315	1235	1155
1/4 Page V/H	1030	965	900
1/6 Page V/H	880	815	750

## Bleed Specifications

Full Page: Bleed: 10" x 12 3/4"  
Trim: 9 1/2" x 12 1/4"  
Live Area: 8 3/4" x 11 1/2"

Two Page Spread: Bleed: 19 1/2" x 12 3/4"  
Trim: 19" x 12 1/4"  
Live Area: 18 1/4" x 11 1/2"

Trim on bleed ads is 1/4" from header, footer, face, and gutter. Live matter must be at least 3/8" from trim for bleed ads (if applicable).

## Color & Guaranteed Position Rates

Two-Color Process - \$200  
Four-Color Process - \$610

Cover II (Inside Front) 20% Premium Plus Color Rate  
Cover III (Inside Back) 10% Premium Plus Color Rate  
Cover IV (Back Cover) 25% Premium Plus Color Rate  
Guaranteed Position Rate - Space Charge Plus 10%

## Preferred Digital Files

We encourage that advertising copy be supplied at exact dimensions; however, standard magazine-sized ads can simply be enlarged proportionately to fit our format.

- Preferred file format: Adobe Acrobat PDF (CMYK, fonts embedded, & print optimized)
- Accepted application formats (Mac preferred): Quark XPress, Illustrator, Photoshop, InDesign
- Accepted image formats: EPS, TIFF (Grayscale or CMYK - 300 DPI) or PDF (CMYK and print optimized)
- Fonts: Supply all screen and printer fonts including fonts used in EPS and PDF files.
- Accepted media: CD ROM/RW; DVD; 3.5" floppy
- Proofs: Supply PDF proof or laser hard copies with colors indicated and any special instructions.

## Terms & Conditions

- No advertising may be cancelled after space reservation closing date.
- If contract is terminated for any reason, the advertiser will be billed previous run advertising at the earned frequency rate.
- Net 30 Days - 5% discount if payment is received by issue closing date.
- 15% discount to recognized advertising agencies which provide 100% camera ready electronic media and pay the invoice in full within 30 days.
- In the event an advertising agency defaults on payment, the client (advertiser) will be responsible for said payment.
- Advertisers and advertising agencies assume liability for all content (including text, representation and illustrations) of advertisements printed, and also assume any responsibility for any claims arising against the publisher. The publisher reserves the right to refuse any advertising deemed unfit for publishing.