

DEADLINES, RATES AND SPECIFICATIONS

DEADLINES

ISSUE	PUBLISHED SUNDAYS	SPACE RESERVATION	AD MATERIALS	DIGITAL ADS	PROOF TO ADVERTISER	FINAL CORRECTIONS
February/March	Jan 14	Nov 27	Nov 29	Dec 1	Dec 4	Dec 7
April/May	Mar 11	Jan 22	Jan 24	Jan 26	Jan 29	Feb 1
June/July	May 20	Apr 2	Apr 4	Apr 6	Apr 9	Apr 12
August/September	July 15	May 25	May 30	June 1	June 4	June 7
October/November	Sept 16	July 30	Aug 1	Aug 3	Aug 6	Aug 9
December/January	Nov 11	Sept 24	Sept 26	Sept 28	Oct 1	Oct 4

Dates subject to change. Distribution begins on date listed above and is completed within 5 days.

AD RATES

STANDARD POSITIONS	6X	4X	1X
Full page	\$3,500	\$4,125	\$4,850
2/3 page	\$2,800	\$3,325	\$3,900
1/2 page	\$2,450	\$2,900	\$3,400
1/3 page	\$2,000	\$2,350	\$2,750

MARKETPLACE	6X	4X	1X
Large (1/6 page)	\$400	\$500	\$650
Medium (1/12 page)	\$225	\$275	\$325
Small (1/24 page)	\$150	\$175	\$200

All advertising requires credit approval.

EXCLUSIVE AD POSITIONS

- Back cover
- Inside back cover
- Full page adjacent to Table of Contents
- 1/2 page vertical adjacent to Publisher's Note
- Front spread (inside front cover and adjacent page)

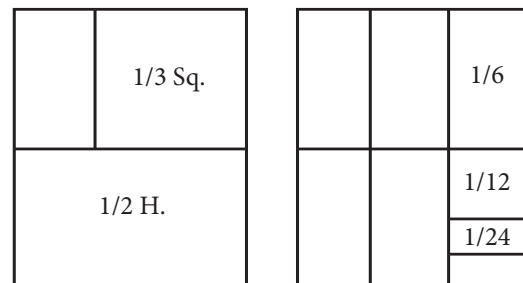
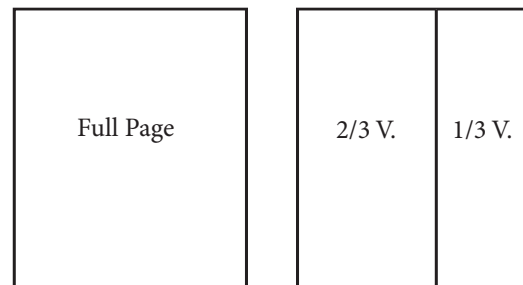
Contact your sales representative for pricing.
Add 10% for other preferred positions.

CONFORMANCE TO LAWS AND PUBLISHER'S STANDARDS

Ads must conform to local, state and federal laws and the publisher's acceptance standards. The publisher reserves the right to review and refuse any advertising for any reason. Please refer to our policies in our media kit at www.marqluxury.com for more information on advertising standards.

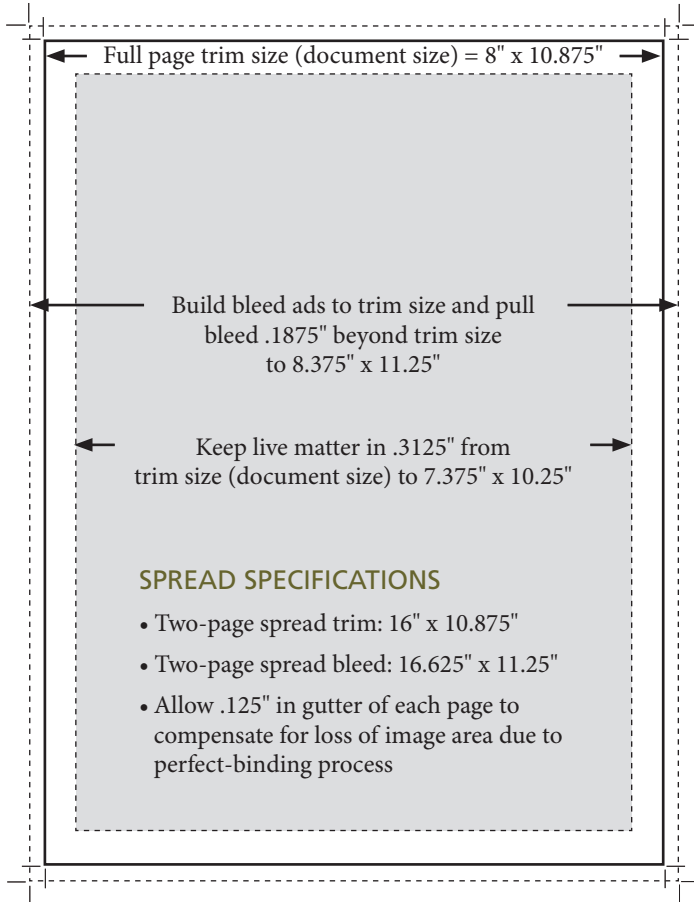
To advertise, call 612-673-7077 or e-mail concierge@marqluxury.com.

AD CONFIGURATIONS



DIGITAL MECHANICAL SPECIFICATIONS

FULL PAGE BLEED AD SPECIFICATIONS



PRINT SPECIFICATIONS

- Trim size: 8" x 10.875", pull bleeds .1875" beyond trim size
- All ad rates include 4 color
- Bright white, 70# coated stock
- Printing: heat-set, web 6
- Binding: perfect bound
- 150 line screen
- Overall printing maximum density of all colors cannot exceed 280%
- All 4-color materials MUST be accompanied by SWOP-certified color proof pulled from supplied materials
- Preferred color proofs: Kodak, Agfa, Fuji, Iris, Epson 5000, 7000 or 9000

IMAGES/SCANS SPECIFICATIONS

- Images/scans should be 300 dpi, saved as a TIFF or an EPS
- No JPEG images
- No Pantone/PMS or RGB colors
- 72 dpi (i.e., images pulled from a website) are NOT acceptable
- All images provided on disk must be in CMYK format and color corrected
- We are not responsible for color on RGB or PMS files which must be converted to CMYK
- Please make sure process separation is checked for all process color builds
- B/W scans should be saved as grayscale or bitmap

LOGOS/ARTWORK

- Logos and artwork should be EPS
- Avoid rotation and cropping of images in layout program
- Do not nest EPS files in other EPS files

ACCEPTED FONTS

- All printer and screen fonts must be included with all digital files
- PostScript Type 1 or PostScript Type 3
- No TrueType fonts accepted
- Use stylized fonts; do NOT use menu-styled fonts for bold, italic or bold italic type
- All fonts used in art files must be converted to outlines

IF SENDING ADS ON DISK

- Supply "Collect for Output" or similar reports
- Print a directory of disk contents
- Include a contact name, phone and address with all materials, plus a printed copy of the ad

HOW TO SUBMIT DIGITAL ADS

- Ads can easily be uploaded online at addesk.startribune.com or you can submit them on a CD. If you have any questions, please call your sales representative.

NON-BLEED AD SPECIFICATIONS

AD SIZES

UNIT	WIDE	DEEP
Full page, no bleed	7"	10"
2/3 page vertical	4.625"	10"
1/2 page horizontal	7"	4.875"
1/3 page square	4.625"	4.875"
1/3 page vertical	2.25"	10"

MARKETPLACE	WIDE	DEEP
1/6 page	2.25"	4.875"
1/12 page	2.25"	2.3125"
1/24 page	2.25"	1.125"

ACCEPTABLE DESKTOP FILE FORMATS

- Adobe Illustrator, Adobe PhotoShop, Adobe InDesign and PDFs created with Acrobat Distiller ONLY
- Files must be sent in Mac format

Please request additional specifications for creating PDFs

SPECIAL ADVERTISING INSERTS

NOTE FOR ALL SPECIAL POSITIONS:

- Price includes 4-color printing
- Deadlines are advanced two days
- Placement depends on page count and number of signatures
- Inserts will be placed as close as possible to requested position; blow-in cards are randomly placed

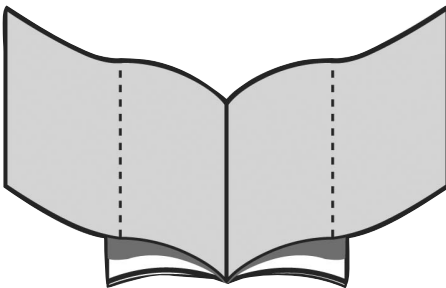
4-PAGE, BIND-IN INSERT: \$21,500

- 4-page piece that is bound into the magazine
- Printed on 65# gloss cover



8-PAGE GATEFOLD INSERT: \$32,500

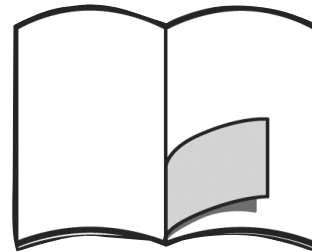
- 8-page piece that is bound into the magazine and folds out from right to left and left to right
- Flat size is 30-1/4" x 10-7/8" with folded finish size of 7-3/4" x 10-7/8"
- Printed on 65# gloss cover



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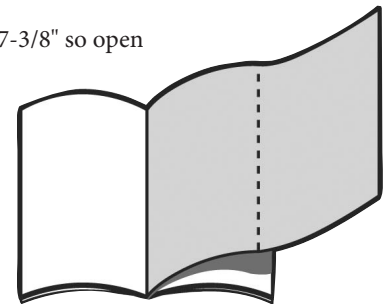
BLOW-IN CARDS: \$3,750

- Printed cards randomly "blown in" to the magazine
- Cannot guarantee page position
- Cards can be printed in bulk and distributed in multiple issues



4-PAGE GATEFOLD INSERT: \$21,500

- 4-page piece that is bound into the magazine and folds out from left to right
- Printed on 65# gloss cover
- First panel 7-3/4", second 7-3/8" so open edge not trimmed



8-PAGE FOLDED INSERT (POSTER STYLE): \$29,000

- Called a "tip-in"
- Printed on 100# gloss text and "glued" into the magazine

