

# **New Life Spiritual Living for Better Health Magazine**

## **Mechanical Requirements and Specifications As of January 1, 2004**

Advertiser hereby agrees to adhere to the following mechanical requirements:

1. **Deadlines:** Space Closing- 7th day of each month, two months prior to issue date. Material Due- 14th day of each month, two months prior to issue date.
2. **Trim and Bleed Sizes:** Trim size 8 x 10 3/4. Bleed page size 8-3/4 x 11-1/2. Important illustrations and type matter should be kept 3/8 from trim and 3/8 from gutter.
3. **Safety:** 1/4" from trim. All elements not intended to trim, such as corner marks and positioning guides, must be located 1/4" outside of bleed dimensions.
4. **Method of Printing:** Web offset, 4 color process.
5. **Printing Materials:** Composite film (offset negatives right reading; emulsion side down);
6. **Depth of Column:** 140 lines, three columns to a page- total 420 lines;
7. **Binding Methods:** Saddle-stitch and perfect-bound;
8. **Two-page and Half-page spreads in perfect-bound issues:** Must supply two sets of film;
9. **SWOP-recommended standards for advertising material for web offset printing will apply;**
10. **Four-Color:** Furnish offset film, 133-line screen. Full page-positives, right-reading emulsion down. Fractional page-negative, right-reading emulsion up. Two sets of progressive proofs and two finished color proofs are required. One proof should be ruled up to indicate positioning of bleed and trim.
11. **Black & White and Two-Color:** Furnish offset file, 133-line screen. Full page-positives, right-reading emulsion up. For black & white, one final proof is required. For two-color, two sets of progressive proofs and two finished color proofs are required. One proof should be ruled up to indicate positioning of bleed and trim on all full page and bleed ads. Supplied mechanicals must be converted to film, and advertisers will be charged accordingly.
12. **Five-Color:** Limited availability. Consult production for requirements.
13. **Proofing:** Use Publication Stock conforming to SWOP standards. Standard proofing paper is basic weight paper of 70 (nominal) brightness. Chromalins and matchprints acceptable.
14. **Minimum Requirement and Size unit:** Space less than 1/6 page charged line rate. Size unit 14 lines (one inch).
15. **Inserts:** For insertion information and specifications, contact editor.

**New Life Spiritual Living For Better Health Magazine**  
P.O. BOX 2131, HEMPSTEAD, NEW YORK 11550 TELE. 5164857882 FAX 516.481.8007

**Advertisement Dimensions**

**Full Page**

Non-Bleed:  
7 1/4" x 10"  
With Bleed:  
8 1/4" x 11 1/2"  
\*Trim:  
8" x 10 3/4"

**2/3 Vertical**

Non-Bleed:  
4 5/8" x 10"  
With Bleed:  
5 3/8" x 11"  
\*Trim:  
5 1/8" x 10 3/4"

**1/2 Vertical**

Non-Bleed:  
4 3/8" x 7 1/2"  
With Bleed:  
5 1/8" x 8 1/4"  
\*Trim:  
5 1/8" x 8"

**1/2 Horizontal**

Non-Bleed:  
7 1/4" x 4 3/4"  
With Bleed:  
8 1/4" x 5 1/2"  
\*Trim:  
8" x 5 1/4"

**1/3 Vertical**

Non-Bleed:  
2 5/16" x 10"  
With Bleed:  
3" x 11" 5  
\*Trim:  
2 3/4" x 10 3/4"

**1/3 Horizontal**

Non-Bleed:  
4 3/5" x 4 3/4"  
With Bleed:  
3/8" x 5 1/2"  
\*Trim:  
5 1/8" x 5 1/4"

**1/6 Vertical**

Non-Bleed:  
2 5/16" x 4 3/4"  
With Bleed:  
3" x 5 1/2"  
\*Trim:  
2 3/4" x 5 1/4"

**1/6 Horizontal**

Non-Bleed:  
4 5/8" x 2 1/2"  
With Bleed:  
5 3/8" x 3 1/4":  
\*Trim:  
5 1/4" x 3"

**BUSINESS CARD (CLASSIFIED)**

2 5/16" x 4"

\* All live matter must be 3/8" from trim.

## **New Life Spiritual Living For Better Health Magazine**

### **ADVERTISEMENT TERMS AND COMMISSIONS**

- A. Terms: 20% in 5 days, net 21 days from invoice date.
- B. New advertisers: Payment in advance required for first insertion and until credit has been approved.
- C. Agency commission: 15 percent to recognized agencies on space, color and bleed, ONLY IF PAID WITHIN 45 DAYS FROM DATE OF INVOICE. For all orders placed through an advertising agency, advertiser is responsible if agency defaults.
- D. All foreign accounts are required to prepay in U.S. Funds.
- E. All invoices that are 30 days from invoice date will be charged 1.5 percent of the unpaid balance per month. Publisher reserves the right to refuse ads until past due balance is paid.
- F. Advertiser will be billed for preparation charges when publication typesets advertisements, drops in Additional glossy pictures, makes color separations, designs, shoots, photos, or for other extensive preparation of advertising material (\$60 per hour).
- G. Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

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**\*Insert Rate Card**  
(bimonthly issue rate)

Single Bind-in Card	1,146.00
Double Bind-in Card	2,292.00
2 Page Insert	4,528.00
4 Page Insert	6,975.00
8 Page Insert	10,500.00
12 Page Insert	16,470.00

\* Rates based on bimonthly issue

# New Life Spiritual Living For Better Health Magazine

## Digital Ad Guidelines

1. Macintosh or PC programs :
  - [A] Quark 3.3 or 4.0
  - [B] Illustrator 5.5
  - [C] Photoshop 3.0
2. Electronic file requirements
  - [A] Fonts:
    - Postscript fonts only (NO Truetype fonts)
    - All fonts provided (postscript & screen), including fonts used to build Photoshop and Illustrator eps / tiff files
    - Fonts provided will be used only for your file
  - [B] Scans / Photo / Art:
    - EPS or TIFF format
    - Resolution at least 219 DPI
    - CMYK for all color scans / photos / art (NO Pantone, RGB, LAB, etc.). Any format other than CMYK will output B / W. There will be a charge to correct and reoutput any file that outputs B /W due to incorrect color formatting (\$60.00 for production artist's time plus the cost of reoutputting the file)
    - Built Colors:
      - Process CMYK (NO Pantone, RGB, etc.). Any format other than CMYK will output B / W. There will be a charge to correct and reoutput any file that outputs B /W due to incorrect color formatting
      - No compression of files
      - NEW LIFE WILL NOT be held responsible for errors in files set up incorrectly.
  - [C] Digital proof required as follows (including B / W ads):
    - Rainbow, Iris, or Kodak Approval. Other digital proofing formats have not been proven as accurate for color matching.
    - No color match or text output guarantee if digital proof not provided
  - [D] Media formats we can access:
    - 3.5-inch floppy disks
    - 100 MB Zip disks
    - We prefer not to accept files via e-mail due to the high rate of errors. Contact editor.
  - [E] Label each disk clearly with the following data:
    - Advertiser name / Ad name
    - Magazine name / Issue date
    - Return address information
    - Printout disk contents attached to the disk

In the event that we are unable to access your electronic file, please be prepared to send film and proof.

# **New Life Spiritual Living For Better Health Magazine**

## **EDITORIAL CALENDAR**

### **JANUARY/FEBRUARY**

#### **NEW BEGINNINGS**

A Healthy Start  
African-American Heritage  
Health Forum: Diabetes

Closing Date: Nov. 7, 2003  
Materials Due: Nov. 28, 2003  
Sales Date: Dec. 21, 2003

### **MARCH/APRIL**

#### **CAREER SMARTS**

College Campus Lifestyle  
Rejuvenation  
Health Forum: Herbs

Closing Date: Jan. 16, 2004  
Materials Due: Jan. 30, 2004  
Sales Date: Feb. 27, 2004

### **MAY/JUNE**

#### **PARENTING**

Mom and Dad Honored  
Family Vacation  
Health Forum: Glaucoma

Closing Date: March 12, 2004  
Materials Due: March 26, 2004  
Sales Date: April 23, 2004

### **JULY/AUGUST**

#### **ADVENTUROUS JOURNEYS**

Travel Excursions  
A Newness of Life  
Health Forum: Obesity

Closing Date: May 21, 2004  
Materials Due: June 18, 2004  
Sales Date: June 30, 2004

### **SEPTEMBER/OCTOBER**

#### **TIME MANAGEMENT**

School Days  
Investments  
Health Forum: Stress

Closing Date: July 23, 2004  
Materials Due: Aug. 6, 2004  
Sales Date: Aug. 27, 2004

### **NOVEMBER/DECEMBER**

#### **FAMILY LIFESTYLE**

Holiday Celebrations  
Mind Transformation  
Health Form: Alzheimer's

Closing Date: Sept. 17, 2004  
Materials Due: Oct. 1, 2004  
Sales Date: Oct. 29, 2004

**P.O. BOX 2131, HEMPSTEAD, NEW YORK 11550 Tele (516) 485-7882, Fax (516) 481-8007  
[www.NewLifeMagazine.com](http://www.NewLifeMagazine.com)**

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## Rate Card

Size	Open Rate	2x	3x	6x
Full Page	1,875.00	1,775.00	1,657.00	1,500.00
2-3 Page	1,300.00	1,226.00	1,174.00	1,102.00
1-2 Page	938.00	900.00	866.00	810.00
1-3 Page	675.00	643.00	605.00	500.00
1-4 Page	469.00	415.00	347.00	250.00
Business Card	225.00	200.00	175.00	150.00

Second Cover	3,000.00
Third Cover	2,000.00
Fourth Cover	2,500.00

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