



# Skin & Ink

## ADVERTISING RATES

Black & White	1x	3x	6x
1 page	\$1950	\$1700	\$1640
2/3 page	1755	1635	1445
1/2 page	1385	1215	1180
1/3 page	1065	935	910
1/4 page	825	715	660
Double Business Card	550	475	400
1/6 page	520	465	440
1/12 page	290	255	245
Business Card	90	85	80

2-Color: Add \$250 per process color.  
4-Color: Add \$650 to black & white rates.

COVER: 4-Color	1x	3x	6x
Cover 2, 3 & 4	\$2730	\$2415	\$2205

20% discount for mail order advertising - applied to 1/6 page and larger advertisers only.  
No cancellations accepted after space closing date.

## COMMISSION & CASH DISCOUNT

15% to recognized agencies; 2% cash. Payment in full with first insertion order. No exceptions.

## ADVERTISING DIMENSIONS

Full Page	
- Live Area	7 3/8" X 10 1/4"
- Bleed	8 1/8" X 11 1/8"
- Trim	8" X 10 7/8"
Two Page Spread	
- Live Area	14 3/4" X 10 1/4"
- Bleed	16 1/4" X 11 1/8"
- Trim	16" X 10 7/8"
2/3 Page	4 7/8" X 10 1/8"
1/2 Page Horizontal	
- Live Area	7 3/8" X 5 1/16"
- Bleed	8 1/8" X 5 1/2"
- Trim	8" X 5 3/8"
1/3 Page Square	4 7/8" X 5"
1/3 Page Vertical	2 3/8" X 10 1/8"
1/4 Page Horizontal	7 3/8" X 2 7/16"
1/4 Page Vertical	2 3/8" X 7 9/16"
Double Business Card 3 1/2" X 4"	
1/6 Page Vertical	2 3/8" X 5"
1/6 Page Horizontal	4 7/8" X 2 7/16"
1/12 Page	2 3/8" X 2 7/16"
Business Card	3 1/2" X 2"

## ADVERTISING CONTACT

Mail advertising contracts and space orders to:

MARY GARDNER (Tel) 503-206-5267  
3019 SE Woodward Street  
Portland, Oregon 97202

## ADVERTISING PRODUCTION SCHEDULE

Issue	Space Close	Ad Material Due	Onsale
March 2008	10/30/07	11/06/07	01/15/08
April 2008	11/27/07	12/04/07	02/12/08
May 2008	12/25/07	01/01/08	03/11/08
June 2008	01/22/08	01/29/08	04/08/08
July 2008	02/26/08	03/04/08	05/13/08
August 2008	03/25/08	04/01/08	06/10/08
September 2008	04/22/08	04/29/08	07/08/08
October 2008	05/27/08	06/03/08	08/12/08
November 2008	06/24/08	07/01/08	09/09/08
December 2008	07/29/08	08/05/08	10/14/08
January 2009	08/26/08	09/02/08	11/11/08
February 2009	09/23/08	09/30/08	12/09/08

## DIGITAL FILE SPECIFICATIONS

Submissions are subject to rejection if they do not meet specifications.  
Media - Hybrid Mac/PC Compatible CD. Files should not be compressed.  
E-mail submissions cannot be accepted.

File Format Preferences

1. PDF /X-1a
2. PDF - press optimized
3. EPS - fonts embedded

Type must be maintained as a vector in your file. Preferably fonts should be converted to outlines. Fonts should never be converted to a bit-mapped image.

**All files should meet SWOP specifications. They can be found here:**  
[http://www.swop.org/specification/SWOP\\_EdX\\_Specs.pdf](http://www.swop.org/specification/SWOP_EdX_Specs.pdf)

**Please take note of the following important type limitations -**

Thin lines, fine serifs and light weight or very small type should be restricted to one color. Reproduce all colored type with a minimum of colors.

Reverse type and line art should not be less than .007" (1/2 point rule) at the thinnest part of a character or rule. Reverse type should use dominant color (usually 70% or more) for the shape of letters. Where practical, and not detrimental to the appearance of the job, make the type in subordinate colors slightly larger to minimize register problems on the production press. Small type and fine serifs should not be used for reverse type. The surrounding tone must be dark enough to ensure legibility.

Overprinted (surprinted) type should not be less than .004" (1/3 point rule) at the thinnest part of a character or rule. When type is to be overprinted, the background should be no heavier than 30% in any one color and no more than 90% total in all four colors for legibility.

A SWOP proof, made from the supplied file(s), must be furnished. **Files not conforming to the submitted proof may be rejected.** Differences in our software from yours may create unexpected results. This is why a proof is essential in conveying the results that you want.

Embedded images should be a minimum of 300ppi for color/grayscale images, line art should have a resolution of 2400ppi. When preparing the file(s), images should be scaled and rotated during the scanning process, not in the page layout application.

The files must be CMYK. **The file may not contain RGB data.** Be sure to define colors as CMYK not as spot colors.

All "printer" fonts must be embedded. Do not submit unused fonts.

The bleed should be included in the document size (e.g. 8.125" x 11.125" not 8" x 10.875"). Do not place any bleed or register marks in the bleed or trim area.

**It is the Publishers sole discretion to make corrections to submitted materials. A service charge may apply.**

Include a technical contact on all material submitted. This should include a name, telephone, e-mail and any internal reference number for the ad. Any technical questions please email - [ads@gecolor.com](mailto:ads@gecolor.com)

Please send ad material to:

MARTIN PUNTUS (Tel) 201-843-4004 x113  
Skin & Ink Magazine (Fax) 201-843-8775  
210 Route 4 East, Suite 211  
Paramus, NJ 07652

Advertising contracts may be accepted for one year or less, but rates will be guaranteed for three months only. Publisher reserves the right to reject or cancel any advertising at any time without liability, even though previously acknowledged, accepted or published. Neither the advertiser nor its agency may cancel after closing dates. Cancellations by Publisher (as well as changes in insertion orders) will not be in writing. Cancellations by advertiser or agency are not effective until confirmed in writing by Publisher. Publisher shall not be liable for any failure to print, publish or circulate all or any portion of any issue in which an advertisement accepted by the Publisher is contained if such failure is due to acts of God, strikes, accidents, legal action or other circumstances beyond the Publisher's control. Furthermore, the Publisher has no obligation to run any ad from an advertiser unless it has first been accepted by the Publisher, and, accordingly, the Publisher has no liability for any ad that has not been accepted that does not appear. In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, will indemnify and hold harmless the Publisher and publications, the officers, directors, stockholders, agents, employees and representatives from and against all losses, damages, claims, liabilities and expenses (including legal fees and costs) resulting from the publication of the contents of the advertisement, including by way of illustration and not limitation, claims or lawsuits from libel, violation of right to privacy, copyright infringements, plagiarism, defamation or unfair competition. Advertisements are accepted upon the representation that advertiser and its agency have the right to authorize publication of the contents thereof. The Publisher assumes no liability for errors in key numbers. An advertiser and/or his agency assumes full liability for all content (including any text, representation, illustrations, sketches, maps, words, labels, trademarks or other copyrighted matters) in his authorized advertisements. Acceptance of advertising for any product or service is subject to investigation of the product or service and the claims made for it on the package, labels and accompanying material, and in the advertisement submitted for publication. The Publisher assumes no responsibility for improper use of coupons forming part of an advertisement. When change of copy is not received by the closing date, copy run in previous issue will be inserted. Positioning of advertisements is at the discretion of the Publisher except where a request for a specific preferred position is acknowledged by the Publisher in writing. All insertion orders are accepted by the Publisher on the condition that: a) Only conditions set forth in this rate card shall be binding on the Publisher unless specially agreed to in writing by the Publisher. b) The Publisher will not be bound by any conditions, printed or otherwise, appearing on orders blanks or copy instructions when such conditions conflict with the regulations set forth in the rate card. c) Any insertion of advertising made by the agency represents an acceptance by the agency and the advertiser of all the terms and conditions of the rate card applicable to the issue in which such insertion is to be published. d) Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such moneys as are due and payable to Publisher for advertising that advertiser or its agent ordered and that was published.