

2006 Ocean City Tuna Tournament Ad Spec Sheet

Advertising Sales

Michele Sedge
Ocean City Fishing Center
12940 Inlet Isle Lane
Ocean City, Maryland 21842
410.213.1121
tunamag@ocfishing.com

Standard Ad Placement Rates

These prices reflect placement of ad only. If an camera ready or digital ad cannot be supplied and design is required, see section titled "Design Fees".

• Quarter Page	b/w \$300.00	color \$500.00
• Half Page	b/w \$500.00	color \$800.00
• Full Page	b/w \$750.00	color \$1,200.00

Premium Ad Placement Rates

All premium spaces are on a first-come, first-serve basis. After committing to premium spots your company has first right of refusal in 2007 Tuna Magazine. If an camera ready or digital ad cannot be supplied and design is required, see section titled "Design Fees".

• Inside Front	color only	\$1,600.00
• Inside Back	color only	\$1,500.00
• Back Cover	color only	\$2,000.00
• Center Spread	color only	\$3,000.00

Design Fees

- Quarter page ad \$450.00
- Half page ad (horizontal or vertical) \$750.00
- Full page ad \$1,250.00
- 2 Page spread ad \$1,750.00

Digital Specifications

All advertisements will be printed using conventional CMYK printing processes. Therefore, all bitmap images should be supplied as CMYK (not RGB). All specified colors within documents should be converted to process from PMS. Image files supplied electronically should be HIGH RESOLUTION (300 dpi at 100%) in .TIF, or .EPS formats.

Media

- Supplied disks can be Macintosh or PC formatted (Macintosh preferred) on CD or DVD.
- Artwork can also be emailed to tunamagazine@mastercraftgraphics.com

Advertising Artwork

- All ad layouts MUST be produced in Mac Quark Xpress 6, Adobe Illustrator CS or Photoshop CS. (MICROSOFT WORD AND PUBLISHER FILES ARE NOT ACCEPTED AND WILL BE RETURNED).
- All fonts should be supplied. (Postscript Type 1 only, no True Type fonts accepted). All ad artwork should be accompanied by a full size digital color proof and a printout of the supplied disk directory window to verify all



enclosed files. Proof should reflect the most recent version of the ad. If changes to the ad are made after a proof has been generated, please create a new proof.

- **NOTE:** Any files that must be manipulated due to incorrect formatting, resolution and/or layout will be charged a production fee (minimum \$70.00). If you have any questions concerning any of the ad specifications, please contact Joseph Boswell @ 301.262.0703

Ad Sizes

- Quarter Page
3.875" x 5"
- Half Page Horizontal
8" x 5"
- Half Page Vertical
3.875" x 10.375"
- Full Page w/o Bleed
8" x 10.375"
- Full Page with Bleed
Live 7.5" x 10"
Trim 8.5" x 11"
Bleed 8.75" x 11.25"
- Center Spread with Bleed
Live 16" x 10"
Trim 17" x 11"
Bleed 17.25" x 11.25"

Contact Information

If you have any questions concerning any of the specifications listed, or any inquiries regarding design, please contact

Joseph Boswell
Mastercraft Graphics
4357 Northview Drive
Bowie, Maryland 20716
Voice 301.262.0703
tunamagazine@mastercraftgraphics.com

Submit artwork to the address above.