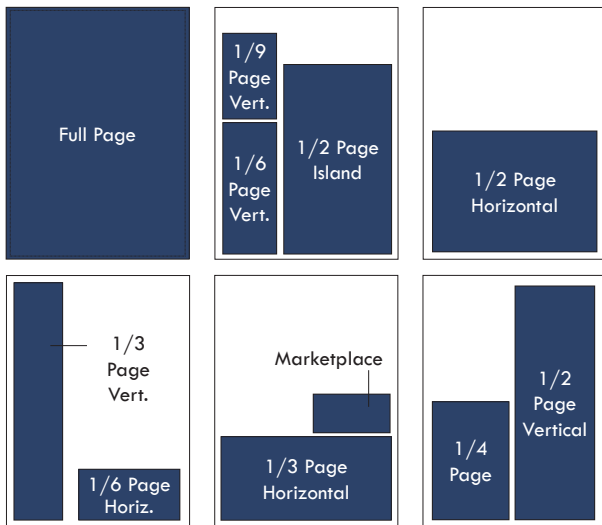


# Fresh Cut Advertising Rates, Sizes & Specs



Spread . . . . .	15.75" x 10.75"
Spread (trim) . . . . .	15.5" x 10.5"
Full Page . . . . .	11" x 11"
Full Page (trim) . . . . .	10.75" x 7.75"
1/2 Island . . . . .	7" x 4.375"
1/2 Horizontal . . . . .	4.75" x 6.625"
1/3 Horizontal . . . . .	3.25" x 6.625"
1/3 Vertical . . . . .	9.75" x .2"
1/4 Vertical . . . . .	4.875" x 3.3125"
1/6 Vertical . . . . .	4.875" x .2"
1/6 Horizontal . . . . .	2.2" x 4.375"
1/9 Vertical . . . . .	3.25" x .2"
Marketplace . . . . .	1.75" x 3.3125"

The live area must be .375" from the trim size for all bleeds. Both spreads and full Page ads need to add an additional a .125" bleed on all sides.

	1-3x	4-6x	7-9x	10-12x
<b>Spread</b>	\$10,619	\$10,101	\$9,184	\$7,985
<b>Full Page</b>	\$4,633	\$4,408	\$4,008	\$3,485
<b>1/2 Page Island</b>	\$2,732	\$2,604	\$2,368	\$2,055
<b>1/2 Page Horizontal</b>	\$2,578	\$2,455	\$2,232	\$1,937
<b>1/3 Page Horiz./Vertical</b>	\$1,768	\$1,686	\$1,533	\$1,333
<b>1/4 Page Vertical</b>	\$1,343	\$1,281	\$1,164	\$1,015
<b>1/6 Page Horiz./Vertical</b>	\$974	\$928	\$844	\$733
<b>1/9 Page Vertical</b>	\$677	\$646	\$589	\$513
<b>Fresh Warehouse</b>	\$666	\$636	\$574	\$502

	1x	2x	3x +
<b>E-Mail List Rental - All</b>	\$2,060	\$1,650	Call for quote
<b>E-Mail List Rental - Geo-Targeted</b>	Call for quote		
<b>Mail List Rental - All (Postage Extra)*</b>	\$6,900	\$5,500	Call for quote
<b>Mail List Rental - Geo (Postage Extra)*</b>	Call for quote		
<b>Belly-Band (Printing Included)</b>	\$6,950	\$5,600	Call for quote
<b>Standard False Cover*</b>	\$10,475		
<b>Poly-Bag with Single Sheet Outsart</b>	\$14,950		
<b>Gatefold off Front Cover*</b>	\$18,795		
<b>Post-It Notes Per Thousand*</b>	\$265/M		
<b>Inserts Tipped or Stitched</b>	Call for quote		

\* Restrictions Apply. Call for Quote.

## General Information

- » Process: Web Offset Lithography
- » Binding: Saddlestitch
- » Advertising materials will be retained for one year unless otherwise requested.

## Document Size & Information

- » Trim size dimensions: 7.75" x 10.75"
- » Live area must be at least 3/8" from the trim.
- » All bleeds must extend AT LEAST 1/8" beyond the edge of the document.
- » Image size: 300 dpi
- » We accept the following formats: PDF, EPS and TIFF files (must be print ready), Adobe CS4 or earlier (InDesign, Photoshop, Illustrator), QuarkXPress 6 or earlier.
- » Microsoft Publisher and Adobe Pagemaker files cannot be accepted.

## Color

- » All color images must be CMYK.
- » Do not use RGB, PMS or Indexed Color images.

## Fonts

- » Please include or embed all fonts used in the document.
- » We are not responsible for the print quality of ad copy below 10 point size.

## Placed Graphics

- » Please include or embed all images used in the document.
- » Avoid nesting EPS files within other EPS files.
- » Avoid excess sizing (above 15%) or skewing of images.

## Submissions

- Ads less than 10MB can be sent to [production@freshcut.com](mailto:production@freshcut.com). All ads exceeding 10MB can be mailed to Fresh Cut, Attn: David M. Stout, P.O. Box 128, Sparta, Mich., 49345 or they can be uploaded to:
- » FTP Site: <ftp.greatamericanpublish.com>
  - » Username: u38721114-gapdesign
  - » Password: ftpuser
- Call Dave Stout at 616-887-9008, ext. 106, with any questions.