

Advertising Deadlines

Cover Date	Hits Streets	Space Reservation	Ad Materials Due
JAN • FEB	January 1	December 1	December 10
MAR • APR	March 1	February 1	February 10
MAY • JUN	May 1	April 1	April 8
JUL • AUG	July 1	June 1	June 10
SEPT • OCT	September 1	August 1	August 10
NOV • DEC	November 1	October 3	October 10

Advertising Rates

Ad Size	Width x Height	1X	3X	6X
Full Page	(7.625" x 9.75")	\$3234	\$2911	\$2426
2/3 Page	(4.875" x 9.75")	\$2264	\$2039	\$1698
1/2 Page Vert.	(3.625" x 9.75")	\$1779	\$1560	\$1334
1/2 Page Horiz.	(7.625" x 4.625")	\$1779	\$1560	\$1334
1/3 Page Vert.	(2.375" x 9.75")	\$1294	\$1167	\$971
1/3 Page Square	(4.75" x 4.625")	\$1294	\$1167	\$971
1/4 Page	(3.625" x 4.625")	\$971	\$878	\$728
1/6 Page Vert.	(2.375" x 4.625")	\$809	\$728	\$606
1/6 Page Horiz.	(3.625" x 3.125")	\$809	\$728	\$606
Back Cover	(7.625" x 9.75")	\$4614	\$4078	\$3465
Inside Front Cover	(7.625" x 9.75")	\$4309	\$3806	\$3234
Inside Back Cover	(7.625" x 9.75")	\$4043	\$3569	\$3032

Email Materials to:

Carlsbad Magazine
 Attn: Hanh Pham Lalas
 hanh@wheelhousemedia.com
 (760) 729-9099

Full Bleed Size:

8.75" x 10.875"

Trim Size:

8.375" x 10.5"

Mechanical Requirements

- Carlsbad Magazine accepts only Mac-compatible digital files in the form of PDF/X-1A and Photoshop TIFFs. Please submit Mac-compatible CDs with files and proofs at 100% of actual size. Please include a directory of files on the CD, along with the name, phone number and address of the creator of the file in the event of problems.
- Include crop marks indicating trim and/or bleed dimensions. Live matter should be 1/4" from trim and bindery.
- Some form of a proof must be included with all materials in order to verify content. Carlsbad Magazine will not be responsible for color variance if an acceptable color proof (SWOP-approved is best) is also not included with ad materials (i.e. Creo, Kodak Approval, DuPont Waterproof, Epson or Fuji).

Carlsbad Magazine Terms

- A 15% agency discount will be honored for recognized agencies upon receipt of digital materials.
- New advertisers to Carlsbad Magazine must prepay for the first three insertions. Payment must be received with materials for advertisement to run. If terms are requested, a credit application must be submitted and approved to receive Net 30 terms. Any advertiser with a balance due over 60 days will be pulled from the magazine and a 4% interest rate added to the outstanding invoice.
- To receive frequency rates, advertisers must have a signed contract with insertions specified within the year of the start of the contract.
- Advertising rates are subject to change, but advertisers with a signed contract will be rate protected through the term of the contract.
- Guaranteed positioning will add 20% to the monthly contracted rate.
- Carlsbad Magazine has the right to refuse an advertisement it deems objectionable or offensive.
- Advertising space may not be cancelled after space reservation deadline. Advertisers will be invoiced full amount for any cancellations after deadline.
- Advertisers on contract receiving frequency rate discounts that do not fulfill the term of their contract will be short-rated and billed the amount discounted.
- Carlsbad Magazine assumes no liability for typographical errors in an advertisement, nor failure to publish an advertisement.