

2012 RATES, MECHANICAL DATA

MECHANICAL SPECIFICATIONS

Standard Publication trim size: 8 1/8" wide x 10 7/8" deep
Metric Publication trim size: 20.638 cm wide x 27.623 cm

Ad Sizes	Width		Depth	
	Inches	cm	Inches	cm
Full Page Bleed	8 3/8"	21.273	11 1/8"	28.258
Full Page	7 1/4"	18.415	9 1/2"	24.13
2 Page Spread Bleed	16 1/2"	41.91	11 1/8"	28.258
2 Page Spread	14 1/2"	36.83	9 1/2"	24.13
3/4 Page	4 3/4"	12.065	9 1/2"	24.13
3/8 Page (Bleed 3 Sides)	5 1/8"	13.018	11 1/8"	28.258
1/2 Page Spread Bleed	16 1/2"	41.91	5 1/4"	13.335
1/2 Page Spread	14 1/8"	35.878	4 3/4"	12.065
1/2 Page Horizontal Bleed	8 3/8"	21.273	5 1/4"	13.335
1/2 Page Horizontal	7 1/4"	18.415	4 3/4"	12.065
1/2 Page Island	4 3/4"	12.065	7 1/2"	19.05
1/3 Page Square	4 3/4"	12.065	4 3/4"	12.065
1/3 Page Vertical	2 1/8"	5.398	9 1/2"	24.13
1/4 Page	4 1/2"	11.43	3 1/4"	8.255

- Live area must be 3/8 inch (.953 cm) from trim
- Bleed area must be 1/4 inch (.635 cm) from trim
- Ads that contain crop marks should have the offset set to at least 9pt
- Printed on 10% recycled stock

DEADLINES

2012 Issues	Space	Materials
January	October 14	November 15
February	December 1	January 3
March	January 3	February 1
April	February 1	March 1
May	March 1	April 2
June	April 2	May 1
July	May 1	June 1
August	June 1	July 2
September	July 2	August 1
October	August 1	September 4
November	September 4	October 1
December	October 1	November 1

SPECIAL POSITIONS

Add 25 percent for Covers 2 and 4, 15 percent for Cover 3 and page opposite Table of Contents, and 10 percent for all other guaranteed positions. Limit to 5 advertisers per Feature Story. Limit to 1 advertiser per Regular/Sponsored Series. Guaranteed positioning within Feature Story and Regular/Sponsored Series requires 10% premium charge on page rates, otherwise positioning can be requested.

DIGITAL SPECIFICATIONS

- Artwork must be provided as high resolution PDF
- Color graphics should be in CMYK mode and ideally 300 dpi
- Use "US Web Coated (SWOP) v2" as your CMYK working space in Photoshop
- Grayscale graphics should also be 300 dpi
- Line art should be in the bitmap mode and at least 900 dpi
- The total area density should not exceed 280 percent
- If SWOP certified proof is not supplied with files, color reproduction will not be guaranteed
- Items specified as spot colors will be converted to their equivalent CMYK build, which may result in a color change

FOUR-COLOR RATES GROSS

Size	1X	3X	6X	12X	24X	32X
Full Page	\$9,230	\$8,970	\$8,610	\$8,345	\$8,190	\$8,035
2 Page Spread	14,615	13,930	13,450	12,960	12,725	12,460
3/4 Page	8,085	7,900	7,685	7,410	7,280	7,140
1/2 Page Spread	10,655	10,435	10,145	9,800	9,625	9,415
1/2 Page	7,090	6,930	6,740	6,510	6,380	6,285
1/2 Page Island	7,990	7,810	7,595	7,340	7,200	7,025
1/3 Page	6,145	6,000	5,845	5,645	5,550	5,445
1/4 Page	5,995	5,865	5,700	5,510	5,410	5,295

BLACK & WHITE RATES GROSS

Size	1X	3X	6X	12X	24X	32X
Full Page	\$5,815	\$5,610	\$5,340	\$5,225	\$5,080	\$4,970
2 Page Spread	10,945	10,355	10,020	9,765	9,540	9,350
3/4 Page	4,720	4,585	4,445	4,310	4,185	4,085
1/2 Page Spread	7,170	7,010	6,825	6,655	6,495	6,335
1/2 Page	3,780	3,655	3,540	3,420	3,300	3,240
1/2 Page Island	4,630	4,500	4,360	4,240	4,105	3,970
1/3 Page	2,875	2,765	2,670	2,570	2,485	2,405
1/4 Page	2,735	2,635	2,535	2,440	2,340	2,260

ADDITIONAL COLORS

Add \$1,600 to earned B/W rate for each color per page or fraction of a page. Specific color should be noted on insertion order and color proof provided. Any color that is not a process color (CMYK) is counted as an additional color.

MAGAZINE PRODUCTION

- Convene - perfect bound
- Supplements/outserts - saddle-stitched
- Magazine jogs to head

FILE SUBMISSION

Transmit electronic file via an FTP site or ship disk to *Convene* Production Coordinator. Contact Production Coordinator for FTP instructions.

Advertising material and specification questions should be sent to:

Production Coordinator, PCMA *Convene*, 35 East Wacker Drive, Suite 500, Chicago, IL 60601
Phone: 312.423.7236 Fax: 312.423.7222 E-Mail: advertising@pcma.org

ADDED VALUE

Contact your Account Executive for added value opportunities, based on advertising frequency, including premium position upgrades, Industry links on PCMA Web site, invitations to PCMA/*Convene* sponsored events and dinners, advertiser listed in Ad Index with page number and Web site, Special Sections and Destination/Company Profile advertisers listed in Table of Contents, and more.

ADVERTISING TERMS AND CONDITIONS

1. Ad space must be either confirmed or canceled in writing by the space deadline. Verbal confirmations cannot be honored after closing.
2. Any advertiser canceling or changing an ad after the space deadline must pay the full charge for space.
3. All ads must conform to PCMA *Convene's* mechanical and digital specifications and arrive by the materials closing date. If the file is not received by the deadline, the previous ad will be published.
4. All ad materials are stored for 12 months, then destroyed or deleted unless written instructions are sent in advance, requesting the materials be returned.
5. Additional charges may apply due to improper file preparation.

AND DEADLINES

GENERAL CONDITIONS

- The word "advertisement" will be placed with advertising copy which, in the publisher's opinion, resembles editorial.
- If copy changes are required after PCMA *Convene* has received materials, the advertiser must send a new digital file.
- If ad materials are submitted after the materials deadline and a problem arises, the advertiser must correct the error within 24 hours. If *Convene's* printer can correct the ad, the advertiser will be billed for the correction changes.
- Although every effort is made to accommodate special position requests, the publisher reserves the right to determine final ad placement.
- No conditions appearing on any space orders, billing instructions, or copy instructions that conflict with the publisher's stated policy will be binding on the publisher.
- Subject matter, size, wording, illustration, and typography of all advertising are subject to publisher's approval. Advertisers and agencies assume liability for content of advertisements and for any related claims made against the publisher.

BILLING

- Recognized agencies are entitled to 15 percent commission only when payment is received within 60 days of invoice.
- Ad payment must be received within 30 days of invoice or service charges will be incurred.
- Advertisers who do not fulfill their frequency contracts will incur a short rate.
- Invoices and tearsheets are sent upon issue publication. Additional copies of publication are available at market cost.
- Publisher reserves the right to require full payment in advance for companies with poor credit histories.
- Advertisers with accounts outstanding for more than 90 days or with three unpaid invoices will be prohibited from advertising in upcoming issues until payment is received. Outstanding accounts of more than 90 days will be turned over to a collection agency.
- Cash discounts are not accepted.
- Advertisers and agencies are jointly responsible for payment of all ads.
- If an ad placed by an agency is not paid within 60 days, *Convene* has the authority to contact the advertiser directly for payment.
- Contact Production Coordinator for wire transfer information.

EDITORIAL GUIDELINES

- Custom Publishing and *Convene* on Location pieces produced, designed, written, and printed by *Convene* editorial require 3-4 months lead time.
- Destination/Company Profiles produced by *Convene* editorial—including Urban Planner, What's Happening In, CityFile—require 2-months lead time.
- Please contact *Convene* Production Coordinator or Account Executive for further Editorial Guidelines

INSERT/OUTSERT RATES

Contact your *Convene* Account Executive for insert, outsert, and other creative advertising opportunities and rates.

POSTAGE RATES

- Convene* magazine is USPS Periodical-class mail.
- Standard advertising inserts in *Convene* will not be charged additional postage fees.
- Outserts and non-standard inserts may be charged Ride-Along or Standard A Enclosure postage
- Contact Production Coordinator or Account Executive for further information

INSERT/OUTSERT SPECIFICATIONS

- A sample of the production piece must be provided prior to production to the Production Coordinator to confirm piece meets specifications.
- All inserts, outserts, bellybands, or similar affixed advertising must be supplied by the advertiser unless printing from *Convene/Lane* is requested and included on the insertion order.
- Convene* has the right to limit the number of inserts per issue.
- Insert in the first signature may not be larger than 12-pages depending on size of book.
- An advertiser insert may not be heavier than the publication itself.

TIP-IN

- Minimum:** 4" (10.16 cm) wide x 4" (10.16 cm) deep
- Maximum:** 7 1/2" (19.05 cm) wide x 10 5/8" (26.988 cm) deep
- Minimum Thickness:** 0.0035" (0.009 cm)
- Maximum Thickness:** Determined/approved on an individual basis
- Placement:** At spine or up to 1 1/2" (3.81 cm) from spine; live matter should be 1/4" (0.635 cm) from trim and 3/8" (0.953 cm) from gutter

BOUND-IN

- Minimum:** 4 1/4" (10.8 cm) wide x 6" (15.2 cm) deep
- Maximum:** 8 1/8" (20.638 cm) wide x 10 7/8" (27.623 cm) deep
- Minimum Weight:** 80#
- Maximum Weight:** Determined/approved on an individual basis

OUTSERTS

Outserts that are polybagged with the magazine must not be larger than the magazine trim size — 8 1/8" (20.638 cm) wide x 10 7/8" (27.623 cm) deep.

BELLYBANDS

- Maximum:** 19" (48.26 cm) wide x 5" (12.7 cm) deep
- Text should not crossover the back of bellyband to avoid copy not appearing when bellyband is affixed to magazine. Live matter should be 1/4" (0.635 cm) from trim.

INSERT/OUTSERT QUANTITY

36,000 inserts/outserts required per issue, with the exception of December issue that requires 40,000 pieces.

SHIPPING GUIDELINES

- Inserts/outserts are accepted a maximum of three months prior to issue date. Inserts/outserts received more than three months prior to issue date or held for longer than three months are subject to storage fees that will be billed to the advertiser.
- Maximum skid size is 39 1/2" (100.33 cm) x 48" (121.92 cm)
- Face all pieces on the skid the same side up
- Stack product bundles neatly on sturdy skids in interlocked layers with chipboard between the layers; then band/or stretch wrap to prevent damage
- If multiple versions are provided, each version must be placed on separate pallets
- All boxes/skids must include the following: magazine name, issue month and year, page count, load count, load weight, load number, and sample of piece affixed to outside of load

Ship inserts and outserts to:

Jodie Lafaille
Customer Service
The Lane Press, 87 Meadowland Drive, South Burlington, VT 05403
Phone: 800.733.3740

REPRINTS & ADDITIONAL COPIES

- Convene* will provide complimentary PDF reprints for advertiser purposes
- Convene* will provide a quote for additional copies/printed reprints based on quantity and specifications. It is recommended that additional copies or reprint orders be included on advertiser insertion order. Advertiser responsible for shipping charges.

DIGITAL EDITION OF CONVENE

- All regular advertisements appearing in *Convene* Magazine will appear within the Digital Edition.
- For advertisers running inserts and/or outserts, please also submit PDF to Production Coordinator by material close date for inclusion in the Digital Edition.
- Advertisements, inserts, and outserts posted on the Digital Edition cannot be changed or altered once posted.