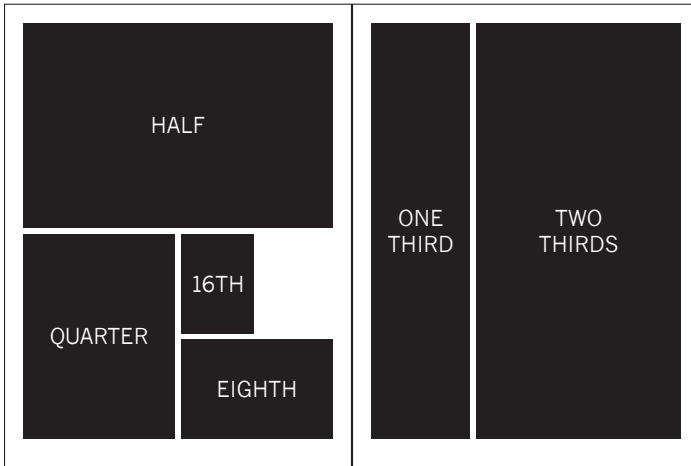


Maine Writers & Publishers Alliance

MWPA

est. 1975

2012 Magazine Media Kit



Ad Rates

SIZE	MEMBERS	NON-MEMBERS
Two-page spread	\$750	\$850
Back cover (color)	\$675	\$825
Full	\$450	\$550
Two-thirds	\$350	\$450
Half	\$250	\$350
One-third	\$200	\$300
Quarter	\$150	\$250
Eighth	\$50	\$100
Sixteenth	\$35	\$65

File Submission

- Please email ad files to director@mainewriters.org
- Please email ad files larger than 10MB via an online file sharing site such as yousendit.com
- Please mail ad files to
314 Forest Ave., #318, Portland, ME 04102

Ad Specifications

- All ad files should be submitted in the PDF/X1-a:2001 format
- PDF/X1-a:2001 files should be grayscale composites with high-resolution images and all fonts outlined or embedded
- All PDF ads, with the exception of the back cover, should be saved as grayscale
- Back cover color ad should be saved as CMYK
- All black objects must be saved as 100% K in CMYK black
- All images in ads should be at least 300 dpi at 100% final size
- Do not place web-resolution images in your ads

Ad Dimensions

**All dimensions in inches.*

Back cover (color)

Bleed 9.25w x 12.25h

Live area 8.25w x 11.25h

Two-page spread

17w x 10.75h

Full

8w x 10.75h

Two-thirds

5.2788w x 10.75h

Half

8w x 5.2833h

One-third

2.5556w x 10.75h

Quarter

3.9167w x 5.2917h

Eighth

3.9167w x 2.5625h

Sixteenth

1.875w x 2.5625h