

# 2020 Advertising Rate Card

## ADS Publications



### 2020 ADVERTISING RATES

FOUR COLOR COVERS	1-2x	3-4x	5-7x
Cover 4 (back cover)	\$750	\$700	\$675
Cover 3 (inside back)	625	600	550
Cover 2 (inside front)	725	675	650

  

FOUR COLOR DISPLAY	1-2x	3-4x	5-7x
Full Page	\$510	\$460	\$410
1/2 Page	370	320	270
1/3 Page	330	280	230
1/4 Page	280	230	180
1/6 Page	230	180	150

  

BLACK & WHITE DISPLAY	1-2x	3-4x	5-7x
Full Page	\$385	\$360	\$260
1/2 Page	250	225	180
1/3 Page	230	180	150
1/4 Page	175	150	130

### 2020 ADVERTISING DEADLINES

#### The Whip Issues & Closings

Issue	Ad Due Date	Mail Date
February	Dec. 15	Feb 1
May	March 15	May 1
August	June 15	Aug. 1
November	Sept. 15	Nov. 1

#### WEB BANNERS & EMAIL BLASTS

**Email Blast:** \$150 each  
**Banner Ads:** \$800 per year

*Unless otherwise instructed, ads received after the deadline will be placed in the next available issue.*

#### FULL IN-HOUSE STUDIO DESIGN SERVICES

We can assist you in creating your ad. Ad design is billed at \$50/hour.

### AD SIZES

FULL PAGE  
WITH BLEED  
8 3/8" x 11"  
(trim size 8 1/8" x 10 3/4")

1/4 PAGE  
HORIZONTAL  
6 7/8" x 2 1/4"

1/4  
PAGE  
TALL  
2 1/8"  
x  
7 1/8"

1/6  
PAGE  
VERT.  
2 1/8"  
x  
4 11/16"

1/3 PAGE  
SQUARE  
4 1/2" x 4 3/4"

1/2 PAGE  
HORIZONTAL  
6 7/8" x 4 3/4"

1/3  
PAGE  
VERT.  
2 1/8"  
x  
9 5/8"

1/6 PAGE  
HORIZONTAL  
4 1/2" x 2 1/4"

1/2 PAGE  
ISLAND  
4 1/2" x 7 1/4"

1/2  
PAGE  
VERT.  
3 3/8"  
x  
9 5/8"

1/4  
PAGE  
ISLAND  
3 3/8"  
x  
4 3/4"



Email [abbie@americandrivingsociety.org](mailto:abbie@americandrivingsociety.org) or call 530.902.8065 to discuss creative advertising avenues tailored to your publicity goals.

## MECHANICAL REQUIREMENTS:

**TRIM SIZE:** 8-1/8" x 10-3/4"     **BINDING:** Saddle wire

**PRINTING:** Sheet Fed Offset

**AD PREP SERVICE:** Your ad can be prepared for publication by American Driving Society, first hour free of charge, then \$50 an hour after that. The charge will be assessed on the first insertion of the ad.

Ads submitted in digital format must meet production guidelines. Please call if you have any questions regarding your file set-up.

## DIGITAL AD SUBMISSION:

- We prefer receiving ad material on a CD or DVD that is accompanied by a hard copy proof.
- If you submit your file electronically, please send a hard (paper) copy as well – we want to ensure that our copy looks like your copy!
- Please do not send negatives.

## FORMATS:

- We accept the following formats: JPEG, TIFF, EPS, and PDF (be sure to include fonts when saving).
- We accept versions of the following programs: QuarkXpress 6.0, Adobe InDesign, Adobe Photoshop, Adobe Illustrator. We are unable to accept Corel, Microsoft Word, Microsoft Works, or Microsoft Publisher files.
- Writing or exporting the accepted file formats (JPEG, TIFF, EPS, and PDF) is only recommended from the supported applications (above) for predictable, high-quality output.

## FONTS:

- Avoid the use of True Type fonts.
- Post Script fonts are preferred.
- At submission, remember to include all screen and printer fonts.
- When practical, please convert all text to outlines. **COLOR & IMAGES:**
- DO NOT use RGB colors.
- Images must be in CMYK or Grayscale.
- When creating lines in your images, do not use the "hairline" line thickness (for best results use .5 thickness or higher).
- Digital photography and scanned images must be 300 dpi (at scale).
- Line art should be scanned at 800 dpi or higher.
- Color saturation should be limited to 360% or less coverage.
- Please avoid use of 4-color black for fine lines and copy.
- For black areas thicker than .25" to .5" a "packed-black" is suggested for better appearance. We recommend a breakdown of 50C, 40M, 40Y, 100K.

**abby@americandrivingsociety.org**  
**or call 530.902.8065.**



**American Driving Society**

**www.americandrivingsociety.org**

## ELECTRONIC PREPARATION GUIDE:

- You can view our Electronic Preparation Guidelines at [www.americandrivingsociety.org](http://www.americandrivingsociety.org)
- For non-PDF preparation, please double-check that fonts are included and all graphics are linked before transmitting. For QuarkXpress use the "Collect for Output," and for InDesign use the "Package" feature under the File Menu.

**Compression:** If submitting files to us that are compressed, please send us a single archive file using Stuff-It.

**Black-and-White Ads:** All black-and-white ads must be set up to output as one-color art. No color specifications should be applied to any type or art elements of a black-and-white ad. This will prevent any unanticipated screen tints from appearing in final output.

**Color Ads:** Laser proof or higher quality proofs must accompany digital ads.

**PDF Preparation (Preferred):** A simple reliable way for you to send your files to us is by sending a press quality pdf file.

**Dimensions:** All ads must be configured to fit the paper size as indicated in "Mechanical Requirements." Be sure to create documents in the proper trim size, not bleed size, of your ad. However, be certain to include bleed imagery. There is no need to add registration marks manually; we prefer to use the automatic crop mark feature of the page layout software.

**Bleeds:** No extra charge on full pages. Trim size 8-1/8" x 10-3/4". Keep live matter 1/4" from edges.

**Preparation:** If American Driving Society production department considers a digital ad to be incorrectly set up by the advertiser, the advertiser may correct and resubmit the ad OR the advertiser may request that American Driving Society alter the ad to meet specifications at an additional charge to be quoted. Please call if you have any questions regarding your file setup.

## A Quick Checklist

- \_\_\_ Are all fonts included? (Screen and printer)
- \_\_\_ Are all linked graphics included?
- \_\_\_ Is a proof provided at 100% scale (tiled, if necessary)?
- \_\_\_ Are the dimensions correct?
- \_\_\_ Are PDF files saved as "Press Quality"?
- \_\_\_ Are 4-color (process) ads specified in CMYK color space?
- \_\_\_ Are black and white ads set up as 1-color art?

**Special Positions:** Every effort will be made to comply with advertiser requests but special positions cannot be guaranteed. Contact Abbie Trexler about possible premium placement rates.

**Advertising Contract:** All advertising orders accepted by the American Driving Society are subject to the terms and provisions of the current rate card.