

Advertising Rates and Mechanicals

EFFECTIVE WINTER 2008

All display rates are gross and subject to agency commission of 15 percent. Publisher prepared supplements and reprints are net.

BLACK & WHITE

Ad Size	1x	2x	3x	4x
Spread	\$6800	6300	6000	5700
Page	\$4000	3800	3400	3200
2/3	\$2950	2800	2600	2300
1/2	\$2400	2300	2100	1900
1/3	\$1700	1600	1460	1300
1/4	\$1300	1200	1100	1000
1/6	\$900	800	700	650

- **Color:** Standard AAA: \$300. Four-color process: \$800.
- **Bleed:** No charge
- **Preferred Positions:** Back cover 10% charge. IFC and IBC 5%.
- **Cancellations:** Must be made in writing no later than 10 days prior to space closing date. Short rates apply.

BULK PAGE BUYS/PUBLISHER PREPARED SUPPLEMENTS

Eight-Page Supplement	\$23,800
Sixteen-Page Supplement	\$33,800
Twenty-Four-Page Supplement	\$39,800
Thirty-Two-Page Supplement	\$48,800

(Supplements include writing, editing, design and 1,000 reprints)

ADDITIONAL REPRINTS OF PUBLISHER PREPARED SUPPLEMENTS

	5,000	10,000
Eight Pages	\$1,900	2850
Sixteen Pages	\$2,550	3875
Thirty-Two Pages	\$4,100	4900

MECHANICAL SPECIFICATIONS

SB&D is printed on web offset and is perfect bound.

- Trim Size: 8 3/8" x 10 7/8"
- Image Area: 7" x 10"

UNIT SIZES	WIDTH	HEIGHT
Spread (4-side-bleed)	17 1/4"	11 1/8"
Full Page	7"	10"
Full Page Bleed	8 5/8"	11 1/8"
2/3 Page	4 7/8"	10"
1/2 Page Island	4 7/8"	7 3/8"
1/2 Page Horizontal	7"	4 7/8"
1/3 Page Vertical	2 3/8"	10"
1/3 Page	4 7/8"	4 7/8"
1/4 Page	3 5/8"	4 7/8"
1/6 Page	2 3/8"	4 7/8"

- **MATERIALS:** We accept electronic files only, preferably uploaded to our ftp site* or delivered on CD. Hi-Res PDF, TIF and EPS files are preferred, however we will accept native Quark, Illustrator CS, Adobe InDesign CS and Photoshop CS files (with fonts and support files included). Incremental ads can be e-mailed in hi-resolution.pdf, .tif or .eps format only. No ads can be accepted in embedded Microsoft Word files, Corel Draw or Publisher files. If you do not have an ad, SB&D can design one for a fee based on \$60 an hour (usually no than \$450 total for a full-page design). If you have questions, email Lori Smith at lorismithdesign@cox.net.

- **FTP site info:** [ftp.alabamaalive.net](ftp://ftp.alabamaalive.net), username: dsmith, password: dsdsds — upload to SB&D MAGAZINE folder.)

- **OUTPUT FROM DISK:** SB&D Magazine is produced using QuarkXPress 6.5 for Macintosh. Accepted applications from disk are Illustrator CS or earlier, InDesign CS for Macintosh and Photoshop CS for Mac or earlier. Disk formats accepted are DVD, 100 Mb Zip and CD-rom. A laser copy should accompany the disk. Additional formats will require rebuilding of the ad. These include Microsoft Word, Publisher, Microsoft PowerPoint, Corel Draw or any native files in PC format. Fees are based on ad layout charges of \$60 an hour. SB&D is not responsible for errors in file production, such as trapping and overprinting issues that may alter the final printed ad. If you have additional questions, email Lori Smith at lorismithdesign@cox.net.

ON-LINE ADVERTISING

Southern Business & Development's Web sites, other than www.SmallTownSouth.com, are based on annual contracts. SmallTownSouth.com is a semi-annual contract.

SmallTownSouth.com: Six months: \$2,600

SB-D.com: One year: \$5,200

SouthernAutoCorridor.com: \$5,200

InnovationSouth.com: \$5,200

Optional skyscraper banner: \$1,200

ORDERS AND SHIPPING

Ship Your Order and Materials to:

Mike Randle
 Southern Business & Development
 4237 Old Leeds Lane
 Mountain Brook AL 35213
205-871-1220 * fax 205-871-1375

Email your advertisement to:

mike@sb-d.com and lorismithdesign@cox.net