



2008 ADVERTISING RATES

1. PERSONNEL

Editor & Publisher: Pamela J. Clapp
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2. PAYMENT

All payments are due: 30 days. All mechanical artwork performed by Platinum Rail Publications will be additional and charged accordingly. Call for pricing.

3. GENERAL RATE POLICY

Publisher reserves the right to adjust rates on notice as circulation or production costs change. Contracts are not subject to price changes.

4. BLACK AND WHITE RATES

	ONE TIME	SIX TIMES
Full page	925.00	895.00
Two-Thirds page	740.00	690.00
One-Half page	515.00	475.00
One-Third page	345.00	315.00
One-Quarter page	255.00	240.00
One-Sixth page	215.00	200.00
One-Twelfth page	155.00	140.00

5. COVER RATES

Third and Back Cover rates available only as color. Please see color rates below.

6. COLOR RATES

	ONE TIME	SIX TIMES
Full page	1395.00	1320.00
Two-Thirds page	1105.00	1040.00
One-Half page	765.00	710.00
One-Third page	510.00	475.00
One-Quarter page	390.00	370.00
One-Sixth page	325.00	300.00
One-Twelfth page	235.00	210.00
Third Cover	1780.00	1720.00
Back Cover	2100.00	2000.00

7. BLEED ADS AND FACING PAGES

There is no additional charge for bleed ads. Bleed not available for less than half page. Crossing gutters with fine letters, halftones or designs is not advisable.

8. SPECIAL RATE INFORMATION

Cost for ad production will be billed to advertisers. Includes ad design, alterations, excessive revisions, late corrections/additions and other work as necessary. Discount rates are available by advance contract for consecutive insertions within one year, however, publisher is authorized to repeat the previous ad unless new copy is received before the deadline. Odd-size ads are centered in the next larger size and billed accordingly. No space less than one-twelfth page is available.

9. ISSUANCE AND CLOSING DATES

In circulation by 15th of month prior to cover date. See schedule below for deadlines.

ISSUE:	RESERVATIONS:	CAMERA READY:
JAN/FEB	NOVEMBER 10	NOVEMBER 20
MAR/APR	JANUARY 12	JANUARY 22
MAY/JUN	MARCH 9	MARCH 19
JUL/AUG	MAY 11	MAY 21
SEPT/OCT	JULY 13	JULY 23
NOV/DEC	SEPTEMBER 8	SEPTEMBER 18

10. GENERAL INFORMATION

The content of all advertising is subject to approval of the publisher. Cancellations are not accepted after closing dates. Advertiser's materials are destroyed one year after last insertion. One copy of the issue containing the ad is furnished to the advertiser without charge.

11. DIGITAL AD SUBMISSION

Please provide your ad electronically via email or disc along with a hardcopy printout. Publisher recommends 300 dpi resolution for graphics and images. PDF, tiff or EPS files are preferred.

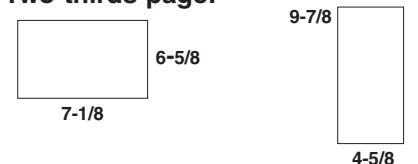
PLATINUM RAIL PUBLICATIONS
5811 75th Avenue NE • Marysville, WA 98270
Phone: (360) 658-2485 • www.nscalemagazine.com

Trim Size: 8-1/4 x 10-3/4 inches

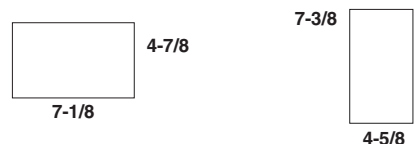
Full page: 7-1/4 x 9-3/4

Bleed page: 8-1/2 x 11

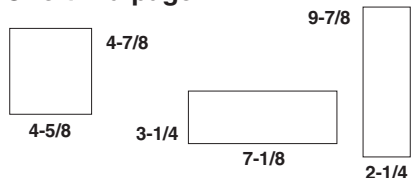
Two-thirds page:



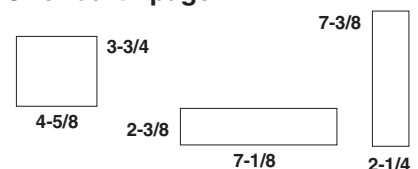
One-half page:



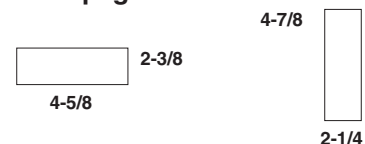
One-third page:



One-fourth page:



One-sixth page:



One-twelfth page:

