



2024 ADVERTISING RATES

1. PERSONNEL

Editor & Publisher: Pamela J. Clapp
Email: info@nscalemagazine.com

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 & WHITE RATES	ONE TIME	SIX TIMES
Full page	1360.00	1310.00
Two-Thirds page	1075.00	1025.00
One-Half page	750.00	700.00
One-Third page	525.00	475.00
One-Quarter page	400.00	350.00
One-Sixth page	350.00	300.00
One-Twelfth page	250.00	200.00

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	1750.00	1675.00
Two-Thirds page	1400.00	1325.00
One-Half page	975.00	900.00
One-Third page	675.00	600.00
One-Quarter page	550.00	475.00
One-Sixth page	455.00	380.00
One-Twelfth page	350.00	275.00
Third Cover	2275.00	2200.00
Back Cover	2625.00	2550.00

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 the first week of the month, one-month prior to cover date. See schedule below for deadlines.

ISSUE:	RESERVATIONS:	CAMERA READY:
Jan/Feb	November 10	November 17
MAR/APR	JANUARY 8	JANUARY 15
MAY/JUN	MARCH 11	MARCH 18
JUL/AUG	MAY 10	MAY 17
SEPT/OCT	JULY 8	JULY 15
NOV/DEC	SEPTEMBER 9	SEPTEMBER 16

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 as a PDF file. Publisher recommends 300 dpi resolution for graphics and images. PDF or tiff files are preferred.

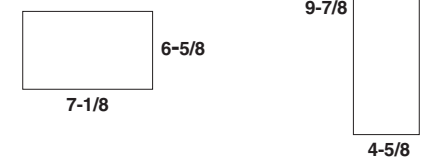
PLATINUM RAIL PUBLICATIONS
5811 75th Avenue NE • Marysville, WA 98270
Phone: (360) 658-2485 • www.nscalemagazine.com

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

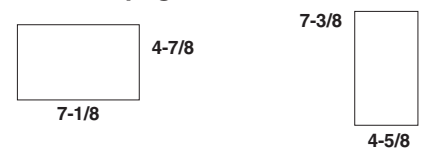
Full page: 7-1/4 x 9-3/4

Bleed page: 8-1/2 x 11

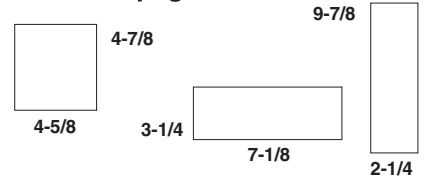
Two-thirds page:



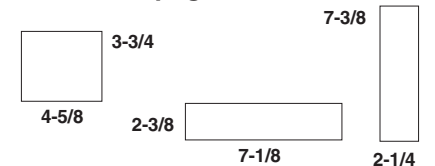
One-half page:



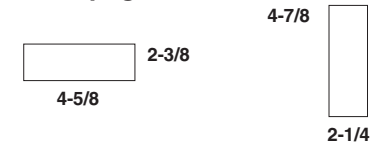
One-third page:



One-fourth page:



One-sixth page:



One-twelfth page:

