

B/W Rates	1x	3x	6x	12x	18x	24x
1 page	\$ 6170	\$ 5640	\$ 5230	\$ 4700	\$ 4440	\$ 4160
2/3 page	4680	4120	3850	3410	3130	2840
Junior page	5780	5250	4700	4305	4035	3790
1/2 page	3840	3425	3140	2715	2435	2175
1/3 page	2900	2630	2390	2060	1790	1560
1/4 page	2090	1925	1725	1425	1280	1175
Cover 2*		8540	7940	7430		
Cover 3*		8240	7780	7280		
Cover 4*		8700	8100	7590		

*Includes Bleed and Color

Bulk Rates	36x	48x
1 page	\$ 3975	\$ 3800
Junior page	\$ 3630	\$ 3420

Color Rates

4-Color or 3-Color Process

Rates are for R.O.P. 4- or 3-color process inks only. Printing is by web-offset.

Per Page	\$ 2100
Per Spread	\$ 3530
Per 1/2 page	\$ 1360

Standard Color

Rate is AAAA Standard Red, Blue, Yellow and Green.

Per Page	\$ 940
Per Spread	\$ 1770
Per 1/2 page	\$ 760

Special Color

Rate is for any special color and black.

Per Page	\$ 1550
Per Spread	\$ 2770
Per 1/2 page	\$ 1160

Metallic Color

Rate is for simulated metallic colors.

Per Page	\$ 1990
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Insert Rates

Contact Publisher for more Information.

Classified Rates

Paragraph Style/\$70 minimum includes 20 words; \$1.50 per additional word. (Word = 2 characters or more)

	1x	3x	6x	12x
Per Inch	\$ 150	\$ 130	\$ 120	\$ 110

All classified ads are payable with copy and are non-commissionable.

Production Information

SWOP Specifications Apply.

• Digital File Submission

All materials submitted electronically are subject to review by the production department. Macintosh formatted CD's are preferred. Advertisers may also send their files electronically using our FTP site. Contact the Advertising Manager (847) 405-4000 for specifications and directions for downloading ads.

The following must accompany any ad sent electronically or on disk:

• Ad Materials

High Resolution PDF-X1a files with fonts and images embedded. Advertisers must provide a go-by for identification purposes.

• Certified Color Press Proof

All ads will be printed to the density indicated in the file unless a certified color press proof is provided. Valid types of color proofs include Matchprints, Fujiproof, or digital proofs such as Pictro or Iris. Laser, ink-jet, or color copy proofs are acceptable for identification purposes only. If a valid color proof is not provided but is desired, we will produce one at an additional production charge of \$50.

• Production Charges

Artwork, copy changes, film conversion, other prep work are billed at net, no agency discounts.

• Material Storage

Materials are stored by publisher for 1 year from issue date, then destroyed unless otherwise instructed by the advertiser or agency.

Ship Materials, Insert Samples, Insertion Orders, etc. to:

BNP Media, Inc.
Beverage Industry Production Manager
155 Pflingsten Road, Suite 205
Deerfield, IL 60015

Mechanical Information

Trim Size	10-1/2" X 13-7/8"
Printing	Body forms and covers heat-set web offset.
Binding	Saddle-stitched. Jogs to head.
Paper Stock	Body 40 lb Coated Stock. Cover 80 lb Coated Stock

Advertising Space Sizes

NON-BLEED (width x depth)	INCHES	BLEED (width x depth)	INCHES
Full Page	9-1/2" x 12-3/4"	Full Page Bleed	10-3/4" x 14-1/8"
Junior Page	7" x 10"	2/3 Page Bleed	6-3/4" x 14-1/8"
2/3 Page	6-1/4" x 12-3/4"	1/2 Page (vert.) Bleed	5-1/4" x 14-1/8"
1/2 Page (vert.)	4-5/8" x 12-3/4"	1/2 Page (horiz.) Bleed	10-3/4" x 7-1/8"
1/2 Page (horiz.)	9-1/2" x 6-1/4"		
1/3 Page (vert.)	3" x 12-3/4"	Spread Bleed	21-1/4" x 14-1/8"
1/3 Page (square)	6-1/4" x 6-1/4"	Above sizes allow for 1/8" bleed	
1/4 Page (square)	4-5/8" x 6-1/4"	on all sides.	
1/6 Page	3" x 6-1/4"		

Trim size is 10-1/2" X 13-7/8". Total advertising material should be kept at least 3/8" away from final trim, 1/2" from bleed size. Critical material should not run into the gutter.