



20 Gilsland Farm Road
Falmouth, Maine 04105
(207) 781-2330, ext. 241
www.maineaudubon.org

2007-2008 HABITAT Rates, Specifications, and Deadlines

Rates

B & W: \$20 per column inch x height
Four color: \$35 per column inch x height
Spot color: \$25 per column inch x height

One column inch = 1 7/8" x 1"

Minimum ad size is 1 column x 2" deep

Multiple-ad discounts: for two ads, take off 10%; three, 15%; four, 20%

Rates based on camera-ready art. Design services offered at additional charge.

Specifications

Printed page: 5 columns x 15 1/2" deep
(10 1/8" x 15 1/2" deep)
77.5 total column inches per page
Trim size: 10 1/8" x 15 1/2"
Screens: 100 dpi
Printed: Web, 45# bright white, recycled
For bleeds add 1.4", keeping all live matter
1/8" from trim size

Preferred materials

High-resolution PDF
Quark Xpress file on Mac-formatted disk

Deadlines

Winter 2007
Mailed Dec. 10
Ads due Nov. 9
Ad space reservations due Nov. 2

Spring 2008
Mailed April 7
Ads due March 7
Ad space reservations due February 22

Summer 2008
Mailed June 16
Ads due May 21
Ad space reservations May 9

Habitat reserves the right to refuse advertising that is not in keeping with the objectives and programs of Maine Audubon.

For ad placement, call (207) 781-2330, ext. 241, or e-mail acolvin@maineaudubon.org.