



## GENERAL RATES

### 4-COLOR

<b>Dell - Group Package</b>	Circulation: 1,930,000
Cover 2	\$4.50/M
Cover 3	\$4.50/M
<b>Dell - Club Size 1 &amp; 2</b>	Circulation: 1,700,000
Cover 2	\$4.75/M
Cover 3	\$4.75/M
<b>Dell - Magazine Size</b>	Circulation: 250,000
Cover 2	\$4.75/M
Cover 3	\$4.75/M

### BLACK & WHITE

<b>Dell/Penny - Group Package</b>	Circulation: 3,200,000
Full page	\$3.25/M
<b>Dell - Group Package</b>	Circulation: 1,930,000
Full page	\$3.25/M
<b>Dell - Magazine Size</b>	Circulation: 250,000
Full page	\$3.50/M
<b>Penny - Magazine Size</b>	Circulation: 1,270,000
Full page	\$3.50/M

**Total Rate Base:** 3,450,000

Rates are per thousand (M) based on circulation.

## AD CLOSING / ON SALE DATES

2024 Issue	Ad Closing/ Materials Due	On Sale	Issue	Ad Closing/ Materials Due	On Sale
January	08/07/23	11/2023	July	02/05/24	05/2024
February	09/11/23	12/2023	August	03/04/24	06/2024
March	10/02/23	01/2024	September	04/01/24	07/2024
April	11/06/23	02/2024	October	05/06/24	08/2024
May	12/04/23	03/2024	November	06/03/24	09/2024
June	01/08/24	04/2024	December	07/01/24	10/2024

## DISPLAY AD SIZES

### CLUB SIZE 1 - Trim Size: 5.875 x 8.5

AD	LIVE/SAFETY	BLEED
Cover 2	5.125 x 7.75	6.375 x 9.125
Cover 3	5.125 x 7.75	6.375 x 9.125
Interior	5.125 x 7.75	6.375 x 9.125

### CLUB SIZE 2 - Trim Size: 5.25 x 7.75

AD	LIVE/SAFETY	BLEED
Cover 2	4.5 x 7.0	5.75 x 8.25
Cover 3	4.5 x 7.0	5.75 x 8.25
Interior	4.437 x 7.0	5.75 x 8.25

### MAGAZINE SIZE - Trim Size: 7.375 x 10.75

AD	LIVE/SAFETY	BLEED
Cover 2	6.75 x 10.0	8.0 x 11.25
Cover 3	6.75 x 10.0	8.0 x 11.25
Interior	6.625 x 10.0	7.875 x 11.25

## PRINT SPECS

**Accepted Formats:** Press Quality-PDF<sup>†</sup>, EPS, JPG

**Fonts:** All fonts should be embedded or saved as outlines

**Color Images:** CMYK, 1200 dpi, embedded

**Black/White Images:** Grayscale, 1200 dpi, embedded

#### \*PDF Settings

##### GENERAL:

Compatibility: Acrobat 4 (PDF 1.3)

Options: Optimize for Fast Web View

##### COMPRESSION:

Color Images: Do Not Downsample; Compression: Zip

Grayscale Images: Do Not Downsample; Compression: Zip

Monochrome Images: Do Not Downsample; Compression: CCITT Group 4

Select 'Compress Text and Line Art'

Deselect 'Crop Image Data to Frames'

##### MARKS AND BLEED:

##### For Print:

Select 'Crop Marks' and 'Page Information'

Type: Default; Weight: 0.25 pt; Offset: 0.25 in (1p6)

Bleed: 0.25 in (1p6) all around

Select 'Include Slug Area'

##### OUTPUT:

Color Conversion: No Color Conversion

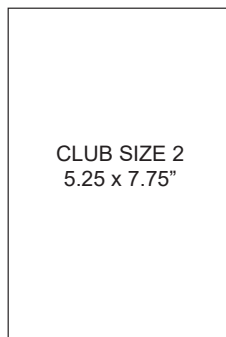
Profiles Inclusion Policy: Don't Include Profiles

##### ADVANCED:

Transparency Flattener Preset: High Resolution

## RELATIVE AD SIZES

Scaled to fit page.  
Not actual size.



## Payments

**All ads must be prepaid.** Make check or money order payable to Dell Magazines. We accept Visa, MC, AMEX and Discover. To pay by credit card please contact our Advertising Sales Department. Payments must be in U.S. funds.

## ADVERTISING TERMS & CONDITIONS

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- F. Position requests are not accepted. Advance proofs of ads are not submitted. Also, Penny Publications, LLC, will not be bound by other conditions, printed or otherwise, appearing on contracts, orders, or copy instructions that conflict with the provisions of the corresponding rate card.
- G. All rates are subject to change with thirty (30) days notice. All ads must be prepaid. If a website ad is cancelled, credit will be based on duration period. Make check or money order payable to Dell Magazines. Canadian ads must be paid in U.S. funds. There is a \$30 charge for returned checks. We accept Visa, MasterCard, American Express, and Discover. Cancellations and copy changes are accepted only in writing and must be received on or before the closing date of scheduled issues.