

METROPOLIS

METROPOLIS MAGAZINE > 61 WEST 23RD STREET, NEW YORK, NY 10010 > T 212.627.9977 > F 212.627.9988 > WWW.METROPOLISMAG.COM

National Trade 2008 Ad Rates 29NT

Rates effective January 1, 2008 with the February 2008 issue

Applicable to national companies

BLACK & WHITE	1X	4X	7X	11X
2-Page Spread	\$14,140	\$13,430	\$13,140	\$12,450
Full page	\$7,440	\$7,070	\$6,920	\$6,560
2/3 page	\$6,230	\$5,930	\$5,805	\$5,495
1/2 page	\$4,845	\$4,595	\$4,505	\$4,270
1/3 page	\$3,480	\$3,305	\$3,225	\$3,050
1/4 page	\$2,620	\$2,485	\$2,430	\$2,305
1/6 page	\$1,405	\$1,340	\$1,310	\$1,230

TWO COLOR	1X	4X	7X	11X
2-Page Spread	\$16,795	\$15,965	\$15,620	\$14,790
Full page	\$8,840	\$8,415	\$8,220	\$7,790
2/3 page	\$7,710	\$7,315	\$7,160	\$6,780
1/2 page	\$5,985	\$5,690	\$5,570	\$5,270
1/3 page	\$4,300	\$4,090	\$4,005	\$3,800
1/4 page	\$3,225	\$3,070	\$3,010	\$2,845
1/6 page	\$1,730	\$1,645	\$1,610	\$1,540

FOUR COLOR	1X	4X	7X	11X
2-Page Spread	\$21,205	\$20,120	\$19,710	\$18,620
Full page	\$11,140	\$10,590	\$10,380	\$9,805
2/3 page	\$9,710	\$9,225	\$9,025	\$8,540
1/2 page	\$7,855	\$7,455	\$7,305	\$6,910
1/3 page	\$5,650	\$5,365	\$5,255	\$4,970
1/4 page	\$4,245	\$4,045	\$3,940	\$3,745
1/6 page	\$2,270	\$2,165	\$2,125	\$2,000

BLEED

15% additional to gross rate; see Ad Specifications for available ad sizes.

COVER POSITION

20% additional to gross rate; non-cancellable.

PREMIUM POSITION

15% additional to gross rate; non-cancellable—consult your representative for availability.

RESERVED POSITION

10% additional to gross rate; non-cancellable—consult your representative for availability.

Second color will be matched as closely as possible using process color combinations (cyan, magenta, yellow, black). For precisely matched inks, metallic or fifth color, an additional \$750 will be charged.

Contact your METROPOLIS representative for details.

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Production – Ad Specifications

PAGE TRIM SIZE: 10" wide x 12" high

BLEED:

- > Bleed ads are accepted only for full page, two-thirds page (vertical only), half page vertical, half page horizontal, one-third page vertical ads.
- > ALL ads which bleed will be charged an additional 15% to the gross rate.
- > Fractional bleed ads should be supplied with left-hand and right-hand page versions.
- > Bleed area should be at least 0.125" beyond the trim on each side.
- > **BLEED SAFETY:** Keep live elements (e.g., text) at least 0.250" from trim on all sides (0.5" from bleed edge)

GUTTER SAFETY FOR SPREAD ADS: hold live matter .250" from each side of the gutter.

SIZE REQUIREMENTS	WIDTH	HEIGHT	SPECIFICATIONS	SAFETY
Full page bleed	10.25"	12.25"	Trims to 10" x 12"	hold .25" from trim
Full page non-bleed	9"	11"		
2-page spread bleed	20.25"	12.25"	Trims to 20" x 12"	hold .25" from trim
2-page spread non-bleed	18"	11"		
2/3 page vertical bleed	6.375"	12.25"	Trims to 6.25" x 12"	hold .25" from trim
2/3 page vertical non-bleed	5.875"	11"		
1/3 page vertical bleed	3.375"	12.25"	Trims to 3.25" x 12"	hold .25" from trim
1/3 page vertical non-bleed	2.75"	11"		
1/3 page horizontal (non-bleed only)	5.875"	5.375"		
1/2 page vertical bleed	5"	12.25"	Trims to 4.875" x 12"	hold .25" from trim
1/2 page vertical non-bleed	4.375"	11"		
1/2 page horizontal bleed	10.25"	6"	Trims to 10" x 5.875"	hold .25" from trim
1/2 page horizontal non-bleed	9"	5.375"		
1/4 page (non-bleed only)	4.375"	5.375"		
1/6 page (non-bleed only)	4.375"	3.50"		
1/8 page (non-bleed, in special sections only)	2.125"	4.75"		

METROPOLIS IS PRINTED ON A WEB-OFFSET PRESS USING FOUR PROCESS COLORS

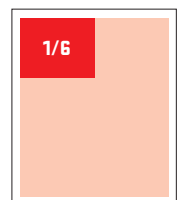
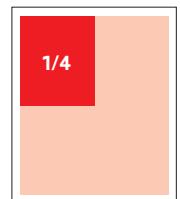
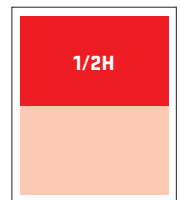
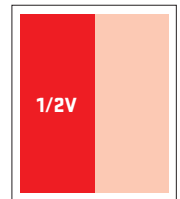
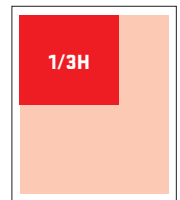
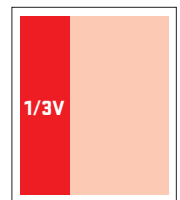
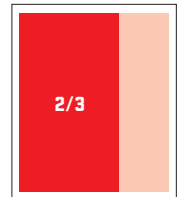
Digital files with SWOP standard contract proofs output from final digital file at 100% with color bars are required. (See next page for more information on proof requirements.)

PREFERRED AD FILE FORMATS (SWOP STANDARDS APPLY)

- > **METROPOLIS STRONGLY PREFERS A HIGH RESOLUTION PDF OR PDF X-1A FILE** with high-resolution graphics and fonts embedded. Must be CMYK; do not use RGB, JPEG, or nested EPS files. (If native documents and support files are supplied as a backup in a separate folder, they should be clearly indicated as such).
- > **NOTE:** if submitting a PDF of a bleed ad, the finished PDF must be prepared to the bleed size, rather than the trim size. Please include crop marks.

OTHER ACCEPTABLE FILE FORMATS

- > PDF X-1a (preferred) > InDesign > Illustrator. "Package" the document to include all fonts and images. All images must be high-resolution (300 pixels per inch or better). We do not accept Quark 7 files or JPEGs.



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Production – Ad Preparation Instructions

FILE PREPARATION

- > All files should be set up as single pages, not spreads.
- > Right reading, portrait mode, 100%, no rotations.
- > All images must be in CMYK mode.
- > Spot and RGB colors must be converted to CMYK. PMS matched colors will be converted to process colors. METROPOLIS is not responsible for color accuracy in ads that have been converted from RGB or Spot colors.
- > For reverse, fine, or small type, use only one color. METROPOLIS is not responsible for legibility in type smaller than 10 pt (12 pt serif) not in one color.
- > Use only Type 1 or OpenType fonts. All fonts must be provided.
- > METROPOLIS may place borders around ads with no rules or ads that are incorrectly sized.

PROOFS

- > **FULL PAGE AND SPREAD ADS REQUIRE A CONTRACT DIRECT DIGITAL COLOR PROOF**, calibrated to SWOP specifications and output from the supplied final digital file at 100%.
- > **IF AN ACCEPTABLE CONTRACT PROOF IS NOT SUPPLIED, ADVERTISER WILL BE BILLED FOR A COLOR PRESS CHECKING PROOF: \$75 FOR EACH FULL PAGE. COLOR PROOFS FOR FRACTIONAL ADS WILL BE SUPPLIED ONLY ON REQUEST, THE CHARGE IS \$35.**
- > Preferred proofs: Kodak Approval, Epson, Polaroid Polaproof, or Fuji.
- > Continuous tone/non-half-tone proofs will be acceptable if SWOP calibrated.
- > All proofs must include Standard GATF Offset Color Bars/Exposure Scales.
- > Color laser print-outs (even on photographic paper) are not considered accurate for color and are not acceptable, except for content.
- > "For Content Only" proofs must be supplied if changes have been made that are not reflected on the color contract proof.
- > Ruled proof or crop marks indicating trim size must be provided for positioning, or ad will be centered.
Fractional ads should be set up exactly to published size requirements.
- > Due to press deadlines, proofs made by *Metropolis* for ad materials received more than 5 business days after the close may not be available for client approval.
- > METROPOLIS is not responsible for color accuracy in ads supplied without an acceptable proof.

AD MATERIAL DELIVERY

- > Full Page and Spread ads should be delivered on CD with a proof to 61 West 23rd Street, 4th Floor, New York, NY 10010, Attn: Advertising Production.
- > Fractional ads may be emailed to adproduction@metropolismag.com if the zipped file size is less than 10 MB. Otherwise, files can be sent to the above address. Send or fax (see below) a content-checking proof.
- > Late ads or large files may be submitted via FTP. Please note that a proof charge will apply (see below).

FTP INSTRUCTIONS

HOST: [ftp.metropolismag.com](ftp://ftp.metropolismag.com)

USER: metro

PASSWORD: met620

- > Use software such as Fetch or SmartFTP. These programs are free to download and use. FTP sites do not work from a web browser.
- > Place files in ADS then INCOMING folder.
- > Create a stuffed or zipped archive before sending.
- > When naming the file, please include your company's name and the issue in which the ad will run.
- > When you have uploaded the ad, you must: 1) Send an email with the name of the file and the advertiser. Send the email to Paul Stumpf: pstumpf@metropolismag.com and copy adproduction@metropolismag.com. 2) Fax a copy of the ad to fax # 212-627-9988
- > **NOTE:** *Metropolis must make a SWOP standard contract proof (for on-press color quality checking) for every full page ad received via FTP. If an acceptable contract proof is not supplied within two business days after receipt of the file, advertiser will be billed for a color press checking proof: \$75 for full pages. Fractional ads will go direct-to page unless a proof is requested; proof charge is \$35 for fractional ads. For ads received via FTP within 5 business days after the close date, proofs made by Metropolis can be sent to the advertiser for approval upon request. Due to press deadlines, proofs made by Metropolis for ads received via FTP more than 5 business days after the closing date (including ads granted extensions) cannot be sent for client approval.*

For general questions, contact Paul Stumpf at 212.886.2526 or pstumpf@metropolismag.com.

For technical questions or problems with the FTP site, contact Melanie Ryan at 212.886.2507 or melanie@metropolismag.com.