

RATES, DATES & MECHANICAL SPECIFICATIONS

edible SAN DIEGO

Celebrating Local Food, Season by Season

Riley T. Davenport & John K. Vawter, publishers • 619-222-8267
www.ediblesandiego.com • info@ediblesandiego.com

RATES	1x	2x	4x	5x
Premium Positions				
Back Cover	\$4,300	\$4,085	\$3,870	\$3,095
Inside Cover	\$4,000	\$3,800	\$3,600	\$2,880
Inside Covers 1/2 pg (horizontal or vertical)	\$2,200	\$2,090	\$1,980	\$1,585
Interior Pages				
Full Page	\$3,300	\$3,135	\$2,970	\$2,380
Two Thirds Page	\$2,800	\$2,660	\$2,520	\$2,020
Half Page (horizontal or vertical)	\$1,900	\$1,805	\$1,710	\$1,370
Third Page	\$1,600	\$1,520	\$1,440	\$1,155
Quarter Page	\$1,100	\$1,045	\$950	\$760
Eighth Page	\$600	\$570	\$540	\$430
Twelfth	\$350	\$325	\$315	\$255

- All rates are for full color ads
- All rates include a directory listing in print and online at www.ediblesandiego.com

Local Resources Guide

A type-only listing, organized by type of business (for example, restaurant, spa, body work, coffee house).
Up to 15 lines **\$175 each issue, total for year due first issue.**

Internet Ad Rates

Display advertisers may also advertise on our website at www.ediblesandiego.com. The rate for all ad sizes is the same per quarter as the quarter-page print ad. (1 quarter \$900, 2 quarters \$800 each quarter, and 4 quarters \$750 each quarter)

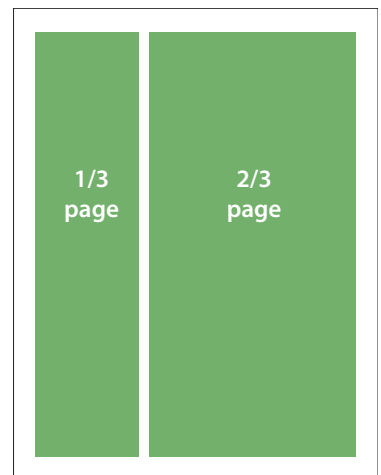
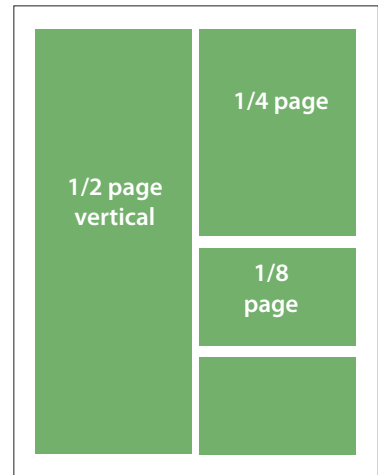
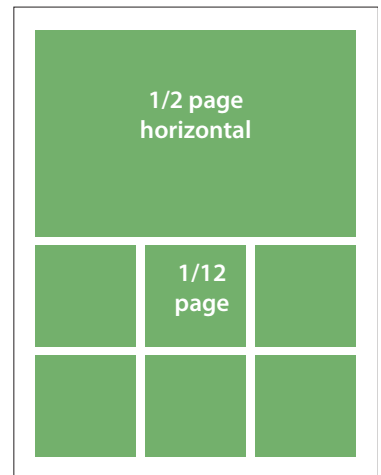
Sizes are in pixels:

Square (250 x 250)	Rectangle (180 x 150)	Half Banner (234 x 60)	Vertical Banner (120 x 240)
-----------------------	--------------------------	---------------------------	--------------------------------

Group Niche ads

We will run group ads from time to time to allow smaller advertisers an opportunity to have a presence in the magazine. Examples; restaurants & specialty foods, body workers and cosmetic products, alternative health practitioners. Inquire about the next opportunity and rates.

AD SIZES	Width	Height
Publication trim size	8.375"	10.875"
Full Page (no bleed)	7.375"	9.75"
Two Thirds Page	4.75"	9.75"
Half Page (vertical)	3.6"	9.75"
Half Page (horizontal)	7.375"	4.75"
Third Page (vertical)	2.375"	9.75"
Quarter Page (vertical only)	3.6"	4.75"
Eighth Page (horizontal only)	3.6"	2.25"
Twelfth Page	2.3125"	2.3281"
Back Cover (add 1/8" all around for full bleed)	8.375"	10.875"
Inside Covers (add 1/8" all around for full bleed)	8.375"	10.875"



PRODUCTION SPECIFICATIONS

Please submit your ad in one of the following formats: 300 dpi TIF, PDF or EPS file (with TIF preview) with fonts embedded or converted to outlines. Please make sure your ad is in the correct dimension, and is CMYK or greyscale. Please call or email prior to the ad deadline and we will be happy to answer any questions you may have.

We can build your ad for a nominal charge. Ad development is due one month prior to ad deadline. Payment is due with artwork on the ad closing date. Discuss rates with your ad representative.

IMPORTANT DATES	Ad reservation	Ad deadline	Publication Date
Winter (09 only)	November 1	November 27	January 4
Spring 2010	January 11	January 25	March 15
Summer 2010	April 12	April 26	June 1
Fall 2010	July 12	July 26	September 1
Winter 2010	October 4	October 25	December 1