

#47

# Independent Agent Magazine Rate Card

(effective January 2011)

## Cover

Earned black & white for full pages plus:

Cover 2 and Cover 3 ..... 10%  
Cover 4 ..... 15%

Covers are four color only. Orders for covers are non-cancelable.

## Special Positions

Earned page black & white rate plus ..... 10%  
Center spread black & white rate plus ..... 20%

Fractional ads: Call for information.

## Bleed per Page

Black & white rate plus ..... 10%

No charge for gutter bleed.

## Inserts

Furnished by advertiser. Charged at earned page rate plus binding or other handling charges.

Insert, binding charge ..... \$1,000

Request complete insert specifications from your IA ad rep.

## Polybags, Belly Bands, Business Reply Cards, Onserts, Cover Wraps and Other Special Features

Ask your IA rep for prices and details.

## Custom Inserts/Supplements

Ask your IA rep for prices and details.

## Commission

15% of published rate to recognized agencies if paid within 30 days of invoice. Binding or other handling charges for inserts are not commissionable.

## Dates

Verbal orders are not cancelable after closing date or on extension. Independent Agent is issued 12 times a year during the first week of the month.

The placement of advertising in Independent Agent magazine at the request of an advertiser or advertising agency, if any, constitutes an agreement between Independent Agent magazine and the advertiser/advertising agency. Advertisers/advertising agencies agree to be bound by the published Independent Agent magazine advertising rate schedule in effect at the time the advertisement is placed.

All costs, including but not limited to reasonable attorneys' fees and collection agency fees arising out of a breach of this agreement by the advertiser/advertising agency for non-payment of fees due or any other reason shall be the responsibility of the advertiser/advertising agency. Independent Agent magazine, advertiser and advertising agency agree that this contract shall be subject to the laws and jurisdiction of the Commonwealth of Virginia.

Publisher reserves the right to refuse any advertising and shall be under no liability for failure—for any cause—to insert an advertisement.

Independent Agent assumes all advertisements that it has accepted have been properly authorized by the advertiser and/or agency for publication of the advertisement's entire contents and subject matter thereof. In consideration of the publisher's acceptance of ads for publication, the advertiser and/or agency, jointly and severally, indemnify and hold the publisher harmless from and against all claims, liabilities, lawsuits, actions, losses, damages, or expenses of any nature (including reasonable attorneys' fees and the costs of defense) arising out of any acts or omissions in connection with the advertisement(s) published, including without limitation, actions, claims or lawsuits for libel, violation of right of privacy, plagiarism and copyright infringement.

No conditions, printed or otherwise, appearing on the space order, billing instructions or copy instructions that conflict with the publisher's stated policies or business publications contract and copy regulations as published by SRDS will be binding on the publisher.

## Where to Send Advertising Materials:

IA Advertising Traffic Manager  
The Magazine Group  
3rd Floor  
1707 L Street N.W.  
Washington, DC 20036

202-331-7700  
IAadtraffic@themagazinegroup.com

Black & White	1 X	3 X	6 X	12 X
Full Page	\$ 4,760	\$ 4,510	\$ 4,225	\$ 4,040
2/3	4,280	4,040	3,740	3,490
1/2	3,490	3,230	3,010	2,900
1/3	2,650	2,400	2,290	2,160
1/4	2,300	2,015	1,865	1,745

All rates are based on the number of insertions within a 12-month contract period.

## Color per Page

Black plus each process color, additional ..... \$500  
Black plus each matched color, additional ..... \$600  
Four color per page, additional ..... \$1,500  
Metallic inks per color, additional ..... \$650

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### Requirements for Digital Advertising Materials

**Disks:** We accept CD or DVDs. Files also may be transmitted to our FTP site. Contact IA for more information.

**File Formats:** High-resolution press-ready PDFX1a (PREFERRED); EPS or TIFF; or native application files created in Adobe InDesign CS5 and lower versions; or QuarkXPress 8.16 and lower versions.

**Proofs:** A composite proof at 100% size must be provided. If the ad contains four-color images or builds of two or more colors, a SWOP-certified digital color proof must be provided. In the absence of hardcopy proofs or if unacceptable proofs are supplied, IA is not responsible for color reproduction or content problems.

**File Submission:** Send ONLY the files to be used in your ad. Include a printout of the contents of your disk.

### InDesign/Quark File Construction Guidelines:

- Build pages to ad size and extend elements at least 0.125" beyond trim if bleed is required.
- Include all fonts and linked graphics. InDesign's built-in Preflight and Package functions or Markzware's FlightCheck should be used for checking, collecting and cataloging all necessary file elements.
- Include fonts for all imported graphics, or convert fonts to outlines.
- Do not apply style attributes to fonts.
- Do not nest EPS files in other EPS files.
- All continuous tone images must have an effective resolution of at least 300 dpi. Bitmapped images must have an effective resolution of at least 1200 dpi.
- All color images must be CMYK unless spot colors are specifically requested; no RGB or LAB color. Delete unused colors.
- Do not embed ICC profiles within images.
- Images and color builds should not exceed SWOP maximum density of 300% (C%+M%+Y%+K%).

### PDF File Construction Guidelines:

- Create ad layout files according to File Construction Guidelines above.
- For ads with bleed, make postscript or exported PDF files at least 1" larger than trim size to allow for bleed and crop marks.
- All high-resolution images and all fonts MUST be embedded when the postscript file is distilled or the PDF exported. Use Acrobat Distiller's PDFX1a setting or comparable for distilling postscript files.
- DO NOT use OPI when creating the PDF as this may cause unexpected or incorrect results upon printing.

### Specifications

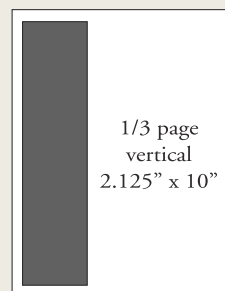
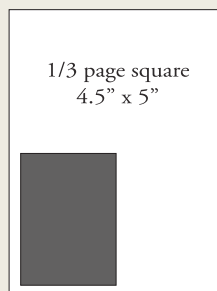
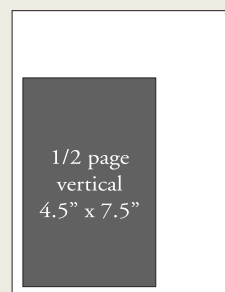
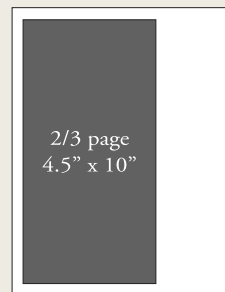
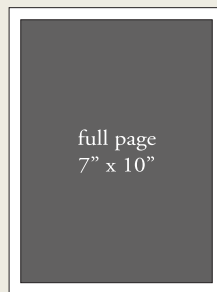
Trim size .....	8 1/4" x 10 7/8"
Column size, three per page .....	2 1/8" x 10"
Recommended line screen .....	133-150
Printing .....	offset
Binding .....	saddle stitch

### Bleed Page

Plate size .....	8 3/8" x 11 3/16"
Trim size .....	8 1/4" x 10 7/8"
Live matter clearance .....	less 1/4" of trim size

### Spread Size

Full two-page bleed	
Plate size .....	16 3/4" x 11 3/16"
Trim size .....	16 1/2" x 10 7/8"
Gutter bleed only .....	15" x 10"
Live matter clearance .....	less 1/4" of trim size



**Retention of Artwork:** Unless otherwise instructed, materials are held for 12 months, then discarded.