

<b>Print (cost per individual ad)</b>				
Size	1X	2X (-10%)	3X (-15%)	4X (-20%)
Full Page	\$1000	\$900	\$850	\$800
1/2 page	\$750	\$675	\$637.50	\$600
1/3 page	\$550	\$495	\$467.50	\$440
1/4 page	\$450	\$405	\$382.5	\$360
1/9 page Marketplace	\$350	\$315	\$297.50	\$280

<b>Premium</b>				
Back Cover	\$1750	\$1575	\$1487.50	\$1400
Inside Front/Back Cover	\$1500	\$1350	\$1275	\$1200
Double Truck (2 page spread)	\$1800	\$1620	\$1530	\$1440

<b>Web (cost per month)</b>			
Size	1 month	3 months (-10%)	Year (-20%)
Large square	\$200	\$180	\$160
Sky Scrapper	\$180	\$162	\$144
Vertical Banner	\$100	\$90	\$80
Button	\$50	\$45	\$40
Resource directory listing	Included with any contract (print or web) Or \$35/year		

2010 Web policies

Ads are guaranteed 25% of page views  
Additional 10% rich media  
WeTrade is accepted for web advertising only ([www.wetradenetwork.com](http://www.wetradenetwork.com))

Additional Discounts (cannot be combined): 10% for prepay of entire annual print or web contract  
10% nonprofit discount

We need to know for your contract: Payment method (check, credit card or WeTrade)  
Billing: upfront or quarterly (if signing an annual contract)

Mamalode reserves the right to place or reject ads at our discretion + 20% placement fee.

## Design Specifications

<b>Print</b>			
Size	Bleed Area	Trim Size	Live Area
Double Truck	16.5" X 11.0625"	16.25" X 10.8125"	15.75" X 9.8125"
Full	8.375" X 11.0625"	8.125" X 10.8125"	7.625" X 9.8125"
1/2 Page	—N/A—	7.625" X 5.0941"	7.625" X 5.0941"
1/3 Page	—N/A—	2.625" X 10.3125"	2.625" X 10.3125"
1/4 Page	—N/A—	3.6875" X 5.094"	3.6875" X 5.094"
1/9 Marketplace	—N/A—	2.4169" X 3.3313"	2.4169" X 3.3313"
Publication trim size: 8.125" x 10.8125"		Submit ads to: <a href="mailto:momgeek@mamalode.com">momgeek@mamalode.com</a>	
Binding Method: Saddle Stitch		Laura Parvey-Connors, MomGeek, Mamalode	
Line Screen: 300 dpi		(406) 531-9357	
Preferred Format: Hi-res pdfs, including bleed.		<a href="mailto:momgeek@mamalode.com">momgeek@mamalode.com</a>	

- All ads should be submitted as Press Quality PDFs.
- Ads must be built to the correct size. Please see the grid.
- All live material must be .25 inches from the trim on all sides.
- Full bleeds must be .125 on all sides.
- Use rich black (C-60, M-40, Y-30, K-100).
- All colors must be CMYK. No pantone or spot colors.
- All photos must be 300 dpi.

<b>Web</b>	
Size	Measurement (in pixels)
Large Square	300 w x 250 h
Sky Scraper	160 w x 600 h
Vertical Banner	160 w x 300 h
Button	160 w x 60 h

- Web ads should be 72 dpi with a maximum size of 40 k
- Ads should be in gif, jpg or swf formats
- Filename should contain only alphanumeric symbols, underscores or periods
- Filename should end in .gif, .jpg, .swf
- Please include redirect url (your website that you want the button to click to)
- All ad units must have a border

Issue	Theme	Space reserved	Ads in
Spring	The Village	Jan 20	Feb 1
Summer	Travel	April 26	May 5
Fall	Impact/impressions	July 2	July 9
Winter	Work	Oct 1	Oct 10

Materials must be submitted by the due date to ensure accuracy and customer satisfaction. To avoid being assessed extra production fees, advertisers must follow Mamalode Specifications for ad materials. Digital files required. Production-ready art that does not meet our print specifications will incur a \$35 fee (including incorrect sizes, incorrect dpi, and other graphic changes).

Mamalode Magazine has a professional graphic designer available to create your ad for \$60/hour. We can also recommend designers for your logo/design/brand identity and web site management. Please email Laura Parvey-Connors at [momgeek@mamalode.com](mailto:momgeek@mamalode.com) for design inquiries and questions.