

# 2008 Nutritional Outlook Rates and Specifications

## Issue & Closing Dates

- Published since 1998. 2008 rates, issued October 2007.
- Rates effective with the Jan/Feb 2008 issue.
- BPA Worldwide audited.



### Black & White Rates

	1x	3x	6x	12x
2 PAGE SPREAD	\$5,915	\$5,680	\$5,395	\$5,310
FULL PAGE	\$3,100	\$2,840	\$2,575	\$2,460
2/3 PAGE	\$2,730	\$2,290	\$2,125	\$1,905
1/2 ISLAND	\$2,080	\$1,820	\$1,565	\$1,345
1/2 PAGE	\$2,080	\$1,820	\$1,565	\$1,345
1/3 PAGE	\$1,620	\$1,355	\$1,235	\$915
1/4 PAGE	\$1,270	\$1,055	\$800	\$765

**Special Units:** bellyband, French door cover, half-cover, inserts and front cover spread. **Ask your Account Executive.**

### Color Charges

STANDARD/PROCESS	\$710
MATCHED/PMS COLORS	\$760
FOUR-COLOR	\$850
FOUR-COLOR SPREAD	\$1,225
PREFERRED POSITIONS	\$850

### Classified Advertising

Display rates per column inch:

\$140—1x   \$125—3x   \$115—6x   \$110—12x

### Ad Size

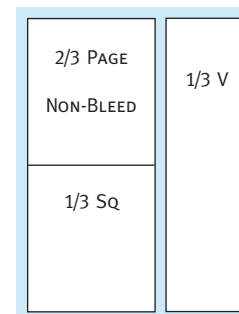
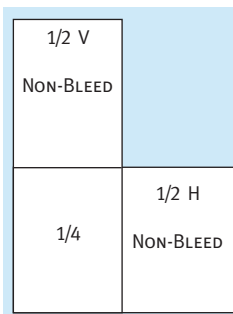
Please be sure your ad matches the exact dimensions provided at [www.canonespecs.com](http://www.canonespecs.com)

### Standard Advertising Units

Publication is printed by web offset, perfect bound with a trim size of 7<sup>7</sup>/<sub>8</sub>" × 10<sup>3</sup>/<sub>4</sub>".

Space Unit	Width	Depth
2-PAGE SPREAD BLEED	16"	11"
2-PAGE SPREAD, GUTTER BLEED ONLY	15"	10"
1-PAGE BLEED	8 <sup>1</sup> / <sub>8</sub> "	11"
1-PAGE NON-BLEED	7 <sup>1</sup> / <sub>8</sub> "	10"
2/3 PAGE VERTICAL	4 <sup>1</sup> / <sub>2</sub> "	10"
1/2 PAGE VERTICAL	3 <sup>5</sup> / <sub>16</sub> "	10"
1/2 PAGE HORIZONTAL	6 <sup>7</sup> / <sub>8</sub> "	4 <sup>7</sup> / <sub>8</sub> "
1/2 PAGE ISLAND	4 <sup>1</sup> / <sub>2</sub> "	7 <sup>1</sup> / <sub>2</sub> "
1/3 PAGE VERTICAL	2 <sup>3</sup> / <sub>16</sub> "	10"
1/3 PAGE SQUARE	4 <sup>1</sup> / <sub>2</sub> "	4 <sup>7</sup> / <sub>8</sub> "
1/4 PAGE	3 <sup>3</sup> / <sub>8</sub> "	4 <sup>7</sup> / <sub>8</sub> "

## Standard Page Specs



### Resolution

All files and images must be at least 300 dpi. Web based images are only 72 dpi so please be sure to convert them before sending your ad.

### Fonts

All fonts must be embedded or outlined—no font substitutions.

### Color

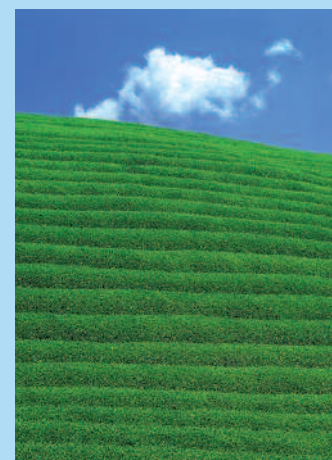
All color ads must be set to CMYK.

### Trim, Bleed, and Center Marks

Must be offset at least 1/8" (9 points) from the trim.

### Formats

Color proof, Web FTP, e-mail, and other transfer media options are available. Please visit [www.canonespecs.com](http://www.canonespecs.com) and click on the SEND tab to see which format works best for you.



[www.canonespecs.com](http://www.canonespecs.com)

For ad submission and detailed instructions, please visit [www.canonespecs.com](http://www.canonespecs.com) or call **Nutritional Outlook's** Ad Management Services at **310/445-4215**.