

Nutritional OUTLOOK

More **TOOLS**



More **CHOICES**



More **WAYS** to
reach the marketplace

www.nutritionaloutlook.com

Nutritional Outlook 2009 Rates and Specifications

Issue & Closing Dates

Published since 1998. 2009 rates, issued September 2008. Rates effective with the Jan/Feb 2009 issue. BPA Worldwide audited.



Black & White Rates

	1x	3x	6x	12x
2 page spread	\$6,215	\$5,965	\$5,655	\$5,550
Full page	\$3,255	\$2,985	\$2,700	\$2,575
2/3 page	\$2,870	\$2,405	\$2,230	\$1,995
1/2 Island	\$2,185	\$1,915	\$1,645	\$1,410
1/2 page	\$2,185	\$1,915	\$1,645	\$1,410
1/3 page	\$1,705	\$1,425	\$1,295	\$960
1/4 page	\$1,335	\$1,110	\$840	\$800

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—9x	\$110—12x
Color: \$75			

Ad Size:

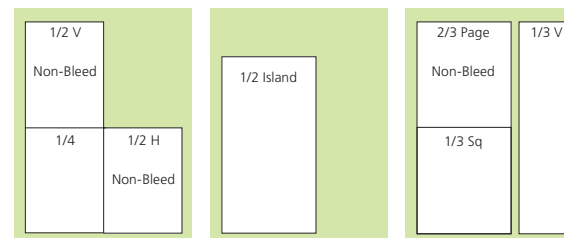
Please be sure your ad matches the exact dimensions provided at www.canonespecs.com

Standard Advertising Units:

Publication is printed by web offset, perfect bound with a trim size of 7⁷/₈" x 10³/₄".

Space Unit ^a	Width	Depth
2-page spread bleed	16"	11"
2-page spread, gutter bleed only	15"	10"
1-page bleed	8 ¹ / ₈ "	11"
1-page non-bleed	7 ¹ / ₈ "	10"
2/3 page vertical	4 ¹ / ₂ "	10"
1/2 page vertical	3 ⁵ / ₁₆ "	10"
1/2 page horizontal	6 ⁷ / ₈ "	4 ⁷ / ₈ "
1/2 page island	4 ¹ / ₂ "	7 ¹ / ₂ "
1/3 page vertical	2 ³ / ₁₆ "	10"
1/3 page square	4 ¹ / ₂ "	4 ⁷ / ₈ "
1/4 page	3 ³ / ₈ "	4 ⁷ / ₈ "

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 1/4" (9 points) from the trim.

Formats

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



For ad submission and detailed instructions, please visit www.canonespecs.com or call **Nutritional Outlook's** Ad Management Services at 310/445-3755.