

- The Review -

The official publication of the Madame Alexander Doll Club

The Review is published four (4) times a year, in full color, with an average of 72 printed pages. The publication is mailed to 2500 club members.

File specifications:

Color ads should be camera ready. EMail is preferred. An ad may be sent on a disk with an accompanying color matched proof.

Graphics and Photos

Should be 300 dpi at actual size. CMYK only if four color (convert all RGB). TIF, EPS or JPEG's. If spot color use only, spot color choice and remove all unused colors.

Fonts

Supply all fonts being used or they need to be outlined. In submitting native application files be sure to include all screen and printer fonts.

Preferred Format

Adobe PDF high resolution file (300 dpi) turn on crop marks and offset them 1/8" or 12 points, include bleeds (1/8") if applicable. Print to a page size that is 1" larger than your actual piece. Outline or embed all fonts.

Other formats

Quark 6.5 or earlier. Run collect for output, include graphics and fonts. Adobe IllustratorCS or InDesignCS or earlier. Flatten layers, outline type. PhotoshopCS or earlier, 300 dpi, CMYK or grayscale.

Undesirable formats

When using any of the following formats, unnecessary or hidden costs may occur and final outcome may be delayed. Will also affect end product. If additional layout/graphic services are required, advertiser will be charged at the printer's rate of \$50 to \$75 per hour.

Microsoft Word, Microsoft Publisher, WordPerfect. These are all word processing formats or text files and not page layout programs.

Internet downloads not to be used because resolution is typically only 75 dpi.

Ad Sizes

Full page	7.25" wide x 10.25" high
Half page (horizontal)	7.25" wide x 4.75" high
Quarter Page (vertical)	3.5" wide x 4.75" high
Eighth Page or Business card (horizontal)	3.5" wide x 2.25" high

- The Review final trim size: 8.25" x 10.75"

- Content/images should extend 1/8" beyond a sized ad (on all sides) within your layout application to achieve bleeds.

-Live full page image area is 7.75" x 10.25"

Ad Prices – Per Issue

Full page	\$ 500.00
Half page (horizontal)	\$ 300.00
Quarter Page (vertical)	\$ 175.00
Business card (horizontal)	\$ 100.00

Ad Submission Schedule

Ads Due:	For inclusion in:
Feb. 1	March issue
May 1	June issue
Aug. 1	Sept. issue
Nov. 1	Dec. issue

Please address advertising questions and ad space reservations to:

Ruth Leif
707-847-3134 (Pacific Time)
RuthsToys@aol.com

Submit advertising copy to:

Pat Burns, editor
4 Naramore Drive
Batavia, NY 14020
585-343-3896 (Eastern Time)
pwb602001@yahoo.com

Billing / Payment Procedure:

- Ads billed immediately after publication.
- Payment may be made by check or credit card (Visa/MC)