

2012 CLASSIFIED RATE CARD

Column Dimensions

Vertical: 1" minimum depth, 9.225" maximum depth
Full page is 3 column x 9.225"

Horizontal: 1 column = 1.625"
2 column = 3.375"
3 column = 5.125"
4 column = 6.875"



Ad Rates

Issues	Price per column inch
9-12	\$75 per column inch
4-8	\$85 per column inch
1-3	\$95 per column inch

Size: To determine your total ad size (column per inch), multiply the number of columns wide by the number of inches deep.

Cost: To determine the cost of your ad, multiply your ad size by the price per column inch for the number of issues you are running.

Material Specs

Acceptable formats - Ads should be created in InDesign and must include all postscript printer and screen fonts. We accept supporting files for graphics, logos and art in the following applications:

- **Adobe Illustrator** (v 8.0 and higher) eps/ai (All fonts should be converted to outlines, all images should be embedded).
- **Adobe Photoshop** (v 4.0 and higher) psd/eps/tiff at a resolution of 300 dpi or higher.
- **Adobe Acrobat** (v 4.0 and higher) High resolution PDF all fonts and images embedded.

**We cannot accept Microsoft Publisher or Pagemaker files. Graphics from the web are not acceptable for printing. All images/logos must be at 300 dpi or higher.*

Deadlines

ISSUE	AD CLOSE
January	Dec 8
February (<i>IBSS/SPA Preview</i>)	Jan 13
March (<i>IBSS/SPA Visitor's Guide</i>)	Feb 10
April (<i>IBSS/SPA Review and distribution at ESE/SPE</i>)	Mar 9
May	Apr 13
June	May 11
July	June 8
August	July 13
September	Aug 10
October	Sept 14
November	Oct 12
December	Nov 9



Show Issues



www.SeaFoodBusiness.com

Be a part of the Show Season by advertising in February (IBSS/SPA preview), March (IBSS/SPA Visitor's Guide), and then in April (IBSS/SPA Review and distribution at ESE/SPE)

For additional marketing exposure, advertise on SeaFoodBusiness.com. Call for a quote.

For More Information, contact Wes Doane

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