

2007 SCRAP ADVERTISING RATES

DISPLAY RATES

	1X	3X	6X	12X
Full page	\$2,230	\$1,870	\$1,610	\$1,500
2/3 page	1,550	1,300	1,120	1,040
1/2 page	1,350	1,130	980	920
1/3 page	990	830	720	665
1/6 page	625	525	460	425

COLOR RATES

The following charges are per color, per page or fraction and are added to earned black-and-white rates. For spreads, color charges apply to each page.

Standard color (red, blue, green, or yellow): **\$240**

Matched color: **\$420** (matched metallic ink color may incur an additional charge)

Four-color process: **\$830**

Bleed: No charge

PRIME POSITIONS

Covers and pages 1 through 15 are sold on a six-time, noncancellable contract basis. Prices include four-color process.

Pages 1 and 2 **\$2,900**

Pages 5, 6, 8, 10, 12, and 15 are special positions at full-page rates plus **\$300**

Inside front cover **\$3,550**

Inside back cover **\$3,335**

Back cover **\$3,920**

MECHANICAL REQUIREMENTS

	NO BLEED		BLEED	
	WIDTH	DEPTH	WIDTH	DEPTH
Two-page spread	15"	10"	16 3/4"	11 1/8"
Full page	7"	10"	8 3/8"	11 1/8"
2/3 page	4 5/8"	10"	5 3/8"	11 1/8"
1/2 page horizontal	7"	4 7/8"	8 3/8"	5 5/8"
1/2 page vertical	4 5/8"	7 3/8"	5 3/8"	7 7/8"
1/3 page vertical	2 1/4"	10"	3"	11 1/8"
1/3 page square	4 5/8"	4 7/8"	—	—
1/6 page horizontal	4 5/8"	2 3/8"	—	—
1/6 page vertical	2 1/4"	4 7/8"	—	—

Trim size of book is 8 1/8" x 10 7/8". Hold live matter in at least 3/8" on each side from trim edges. Magazine is perfect bound.

Used Equipment Ads: These ads measure 2 1/4" x 2 1/2" and cost \$300/4c, \$250/b&w (noncommissionable). As a bonus, all Used Equipment ads receive a free 60-day listing on *Scrap's* E-Marketplace at www.scrap.org.

Classified Advertisements: Marketplace classified ads run \$75 per inch.

Inserts, Advertorials & Customer Profiles: Available upon request. Call for pricing and insertion information.

Web Banner Ads: *Scrap's* redesigned Web site at www.scrap.org offers a limited number of banner ads on the home page and main sections of the site. Companies with advertising programs in *Scrap* magazine will have first option on these positions. Call for availability and pricing.

ELECTRONIC AD REQUIREMENTS

- Use a design program such as QuarkXPress, Illustrator, Photoshop, or InDesign (Microsoft Publisher or Word are not acceptable). Send all imported graphic files and fonts with the main file (no TrueType fonts).
- Press-optimized pdfs are acceptable. For details, visit www.scrap.org, click on "Advertise," then select guidelines for pdf submissions.
- Scan all images to at least 300 dpi resolution. All images and color builds must be CMYK (no RGB files and no Pantone colors unless contracted for).
- Send a printed proof at 100-percent size with all ad files. Color accuracy cannot be guaranteed if advertiser does not provide a matching color proof. Color lasers are not accurate color proofs.
- When sending ad files, use one of the following media in PC-compatible format: Zip or CD. Please include a list of all files on the disk.
- Mail materials to: *Scrap* Magazine, Attn: Ellen Ross, Suite 1000, 1325 G St. NW, Washington, DC 20005. (After Nov. 20, 2006, send materials to our new address at Suite 600, 1615 L St. NW, Washington, DC 20036.)

E-MAIL SPECIFICATIONS

Scrap accepts e-mailed advertising materials in these file formats:

- Adobe Illustrator eps format (with type saved as outline).
- Adobe Photoshop in jpeg (.jpg) or tiff (.tif) format at 300 dpi or greater resolution in a PC-compatible file format.
- Please make the subject line of your e-mail read as follows: Scrap Ad/company name (the company name of the advertiser).
- Zipped files are acceptable.

ADVERTISING SALES

Bob Emery 440/268-0501 (fax 440/268-0502), bobemery@scrap.org

PRODUCTION

Ellen Ross 202/662-8545 (fax 202/626-0945), ellenross@scrap.org

CLASSIFIEDS, CIRCULATION & BILLING

Valerie Hillger 202/662-8540 (fax 202/626-0940), valeriehillger@scrap.org

