

B/W Rates	1x	3x	6x	12x	18x	24x
1 page	\$ 4040	\$ 3900	\$ 3700	\$ 3300	\$ 3150	\$ 3020
2/3 page	3730	3570	3390	2970	2700	2440
1/2 pg.(island)	2900	2780	2630	2350	2080	1820
1/2 page	2410	2380	2290	2100	1920	1720
1/3 page	1760	1700	1630	1410	1270	1090
1/4 page	1440	1380	1320	1180	1050	930
Cover 2*		5610	5530	5100		
Cover 3*		5500	5350	5050		
Cover 4*		5690	5530	5240		

*Includes Bleed and Color

Bulk Rates	36x	48x
1 page	\$ 2770	\$ 2640

Color Rates

4-Color or 3-Color Process

Rates are for R.O.P. 4- or 3-color process inks only. Printing is by web-offset.

Per Page.....	\$ 2100
Per Spread.....	\$ 3530
Per 1/2 page.....	\$ 1360

Standard Color

Rate is AAAA Standard Red, Blue, Yellow and Green.

Per Page.....	\$ 940
Per Spread.....	\$ 1770
Per 1/2 page.....	\$ 760

Special Color

Rate is for any special color and black.

Per Page.....	\$ 1550
Per Spread.....	\$ 2770
Per 1/2 page.....	\$ 1160

Metallic Color

Rate is for simulated metallic colors.

Per Page.....	\$ 1990
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Insert Rates

Contact Publisher for more Information.

Classified Rates

Paragraph Style/\$70 minimum includes 20 words; \$1.50 per additional word. (Word = 2 characters or more)

	1x	3x	6x	12x
Per Inch	\$ 150	\$ 130	\$ 120	\$ 110

All classified ads are payable with copy and are non-commissionable.

Production Information

SWOP Specifications Apply.

Digital File Submission

All materials submitted electronically are subject to review by the production department. Macintosh formatted CD's are preferred. Advertisers may also send their files electronically using our FTP site. Contact the Advertising Manager at (847) 405-4000 for specifications and directions for downloading ads.

The following must accompany any ad sent electronically or on disk:

Ad Materials

High Resolution PDF-X1a files with fonts and images embedded. Advertisers must provide a go-by for identification purposes.

Certified Color Press Proof

All ads will be printed to the density indicated in the file unless a certified color press proof is provided. Valid types of color proofs include Matchprints, Fujiproof, or digital proofs such as Pictro or Iris. Laser, ink-jet, or color copy proofs are acceptable for identification purposes only. If a valid color proof is not provided but is desired, we will produce one at an additional production charge of \$50.

Production Charges

Artwork, copy changes, film conversion, other prep work are billed at net, no agency discounts.

Material Storage

Materials are stored by publisher for 1 year from issue date, then destroyed unless otherwise instructed by the advertiser or agency.

Ship Materials, Insert Samples, Insertion Orders, etc. to:

BNP Media, Inc.
 Industria Alimenticia Production Manager
 155 Pfingsten Road, Suite 205
 Deerfield, IL 60015
 USA

Mechanical Information

Trim Size	8" X 10-3/4"
Printing	Body forms and covers heat-set web offset.
Binding	Saddle-stitched. Jogs to head.
Paper Stock	Body 40 lb Coated Stock. Cover 80 lb Coated Stock

Advertising Space Sizes

NON-BLEED (width x depth)	INCHES (width x depth)	MILLIMETERS
Full Page	7" x 10"	178mm x 254 mm
2/3 Page	4-1/2" x 10"	114 mm x 254 mm
1/2 Page (vert.).....	3-3/8" x 10"	86 mm x 254 mm
1/2 Page (horiz.).....	7" x 4-7/8"	178 mm x 125 mm
1/2 Page (island)	4-1/2" x 7-1/2"	114 mm x 190 mm
1/3 Page (vert.).....	2-1/4" x 10"	58 mm x 254 mm
1/3 Page (square).....	4-1/2" x 4-7/8"	114 mm x 125 mm
1/3 Page (horiz.).....	7" x 3-3/8"	178 mm x 86 mm
1/4 Page (square)	3-3/8" x 4-7/8"	86 mm x 125 mm
1/4 Page (horiz.).....	7" x 2-3/8"	178 mm x 62 mm

BLEED (width x depth)	INCHES	MILLIMETERS
Full Page Bleed.....	8-1/4" x 11"	210 mm x 280 mm
2/3 Page Bleed	5-3/16" x 11"	132 mm x 280 mm
1/2 Page (vert.) Bleed.....	4" x 11"	102 mm x 280 mm
1/2 Page (horiz.) Bleed	8-1/4" x 5-3/8"	210 mm x 137 mm
Spread Bleed	16-1/4" x 11"	410 mm x 280 mm

Above sizes allow for 1/8" bleed on all sides.

Gutter bleed only – each side 7-5/8" X 10".

Trim size is 8" X 10-3/4". Vital advertising material should be kept at least 3/8" away from final trim, 1/2" from bleed size. Critical material should not run into the gutter.