

ForeWord

M A G A Z I N E

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www.forewordmagazine.com

Reviews of
Good Books
Independently Published

■ ADVERTISING RATE CARD effective January, 2008

EDITORIAL CONTENT

The most thought-provoking, startling and original books being published today can be found on the lists of independent presses. *ForeWord* Magazine was established to bring increased attention to the literary achievements of independent publishers and their authors. It is the only magazine showcasing advance reviews and category trends exclusively from the exploding small press market. This coveted information comes at a time when most print review vehicles are cutting their pages and limiting coverage of books from little known authors or publishers, the very presses whose output continues to increase.

RATES AND SPECIFICATIONS

The following page rates are based on a readership of 15,000 booksellers and librarians whose primary function is the buying responsibility for their bookstore/library. Additional readership comes from a subscription base of publishing professionals interested in the editorial mission of *ForeWord*, and from bonus distribution provided at all major trade shows.

ADDITIONAL SERVICES

Advertising in *ForeWord* is the foundation of a successful marketing strategy. *ForeWord* also offers advertisers an array of value-added marketing programs that can be designed to complement any advertising program including on-line advertising in *ForeWord This Week*, representation at international bookfairs, Clarion review for fee service, and consulting. For a customized approach to this important buying market, or to request an editorial calendar, review submission guidelines or insertion orders, please contact our offices directly, or visit our website:

www.forewordmagazine.com

Printing: sheet fed offset

Binding: perfect bound

Halftone Screens: 133 line screen maximum

Reproduction Requirements:

Preferred materials are electronic files set up as Press Quality PDFs, InDesign, PhotoShop or Illustrator files for Macintosh. All graphics should be at 100% size, 300 dpi. Files can be e-mailed to bhodge@chartermi.net. An FTP site is available for uploading larger files. Please contact bhodge@chartermi.net for FTP information

If an advertiser chooses to send a PDF for printing, we must place responsibility for the quality of the ad on the advertiser.

Black & White Rates			
Size	1x	3x	6x
Full Page	\$2,257	\$2,090	\$1,975
2/3 Page ver.	\$1,638	\$1,525	\$1,420
1/2 Page	\$1,349	\$1,250	\$1,190
1/3 Page	\$895	\$830	\$780
1/6 Page	\$450	\$420	\$400
1/10 Page Absolutely Fabulous co-op ad, 4-color, \$300			
2-color ads—add 15% premium			
4-color ads—add 30% premium			
Cover positions (4-color only)—add 25% premium			

GENERAL RATE POLICY

Agency Commission-Recognized ad agencies earn a 15% commission on ad rates, not to include the cost of artwork, reprints, non-display ads or mechanical costs. Agency and advertiser will be held jointly liable for payment to publication.

BILLING INFO

Terms net 30 after invoicing. Discounts of 2% if paid within 10 days. New advertisers will be invoiced upon space reservation, with prepayment due to establish credit.

CONDITIONS

Canceled orders or changes in ads are not accepted after closing date, and may not be considered unless Publisher receives written notice 30 days prior. The Publisher reserves the right to accept or reject/cancel all advertising copy or orders for any reason, at any time.

Full Page Trim Size
8³/₈ x 10⁷/₈"

Full Page bleed size
8³/₈ x 11¹/₄"

Full Page live area
7³/₈ x 9⁵/₈"

1/3 page Vertical 2¹/₄ x 9⁵/₈"

1/6 page Vert. 2¹/₄ x 4⁵/₈"

1/3 page Square 4³/₄ x 4³/₈"

1/6 page Horiz. 4³/₄ x 2¹/₈"

1/2 page Horizontal 7³/₈ x 4⁵/₈"

1/2 page Vertical 4³/₄ x 7"

ONLINE BANNER ADS

Wide Banner Ad

- 300 px wide by 90 px high OR 500 px wide by 90 px high
- GIF/Animated GIF/JPG 20K maximum size
- \$35 per 10,000 page impressions*

Box Ad

- 150 px wide by 200 px high
- GIF/Animated GIF/JPG 20K maximum size
- \$20 per 10,000 page impressions*

*ForeWordmagazine.com currently experiences 200,000+ page impressions a week