

# OUTLINES MAGAZINE -- ADVERTISING INFORMATION

- PUBLISHED:** BIWEEKLY -- EVERY OTHER FRIDAY SINCE OCTOBER 1997
- DISTRIBUTION:** Akron, Canton, Cleveland, Columbus, Dayton, Lorain, Sandusky, Warren & Youngstown.  
*Limited delivery areas also in Cincinnati, Ohio and Pittsburgh, PA. Ohio's Largest Gay Club Magazine.*
- CIRCULATION:** 5000 copies per issue (average); Increased quantities during special events; Distributed free of charge.
- PAYMENT:** All advertising must be paid in full upon submission for publication unless other arrangements have been made in advance with OUTlines Magazine. Acceptable forms of payment include check, cash, money order, Visa, MasterCard or American Express. Outlines Magazine does not offer credit accounts
- DEADLINES:** Ten days prior to publication by 5:00 pm
- MECHANICAL:** Ad artwork may be submitted in the following forms:  
 1. Camera-ready in black & white  
 2. Computer EPS, TIF, or JPEG formats (with fonts saved in file or as outlines)  
 3. E-Mail to: ads@outlinesmagazine.com (inquire about compatible file types)  
 4. Halftones and screens should be at 85 lines per inch.
- AD DESIGN:** Camera-ready artwork provided by the advertiser that conforms to dimensions below is preferred. *Additional charges WILL apply if OUTlines creates advertisements that require photographs or halftones, scanning, enlargements or reductions, paste-ups, logos, illustrations, drawings or excessive amounts of text and or other time consuming pre-press preparation.*
- OTHER:** Additional terms, conditions, items and disclosures pertaining to advertising are contained in our "ADVERTISING AGREEMENT" to be completed by the advertiser prior to advertisement acceptance.
- MORE INFO:** Call, write, fax or e-mail us at: OUTlines Magazine, 4472 West 160th Street, Cleveland, Ohio 44135-2626  
 Phone: 216-433-1280 Fax: 216-433-1289 Website: www.outlinesmagazine.com Email: info@outlinesmagazine.com

## ADVERTISING RATES & SIZES

EFFECTIVE JULY 1, 2006 -- SUBJECT TO CHANGE WITHOUT NOTICE

SIZE	DIMENSIONS*	SINGLE AD RATE	MULTIPLE AD RATE
Full Page	4.750"W x 8.0"H	110.00	85.00
Half Page	4.750"W x 3.875"H	65.00	50.00
Quarter Page	2.250"W x 3.875"H	50.00	40.00
Two Page Spread	10.25"W x 8.0"H	180.00	180.00
Reserved Placement	4.750"W x 8.0"H	95.00	95.00
Full Color Full Page	4.750"W x 8.0"H	240.00	240.00
Full Color Centerfold Spread	10.25"W x 8.0"H	340.00	340.00
Full Color Two Page Spread	10.25"W x 8.0"H	480.00	480.00
Full Color Outside Back Cover	4.750"W x 8.0"H	300.00	300.00
Full Color Inside Front Cover	4.750"W x 8.0"H	260.00	260.00
Full Color Inside Back Cover	4.750"W x 8.0"H	260.00	260.00

*Design Fees: Charged in 10 minute increments at \$10.00 per 10 minutes of time provided to create or adjust an ad.*

### ADDITIONAL SERVICES:

Additional colors can be printed to enhance an advertisement. For each additional color (other than black), there is an additional charge of \$50.00 per advertisement for advertisements up to 4.75" x 8.0". For each additional color applied to two-page spreads, the additional charge is \$100.00 per color printed. Metallic, PMS, Full Color and Fluorescent inks are available. A specific quote and special arrangements must be made for metallic, PMS, full color, and fluorescent inks.

*Prepaid advertisements in 13 consecutive issues or more qualify for a 10% discount. Layout and design charges WILL be applied for advertisements that do not conform to our specifications or are not camera-ready. \*Advertisements not conforming to the above dimensions will be changed to fit within these dimensions which may alter the appearance of the advertisement when published.*