ADVERTISEMENT RATES (US$) – 2016

SIZE	4 COLOURS
1/1	4,454.00
2/3	3,562.00
1/2	2,907.00
1/3	2,134.00
1/4	1,552.00
1/6	1,108.00

CLOSING DATE - INSERTION ORDERS:
20th of preceeding month

CLOSING DATE - MATERIAL:
5th of cover month

MATERIAL:
Digital file – resolution: 300 dpi or higher (at full size) – colour: CMYK – format: TIFF/JPEG/EPS

CIRCULATION DATE:
End of the cover month

OBSERVATION

1) **Frequency discount:** 3... 5 = 5%; 6... 8 = 10%; 9 ... 12 = 15%; 13... = 18%
2) **Preferred positions:** special positions 15% extra
3) **Agency comissions:** 15% on gross billing will be allowed to recognized advertising agencies, on space and position
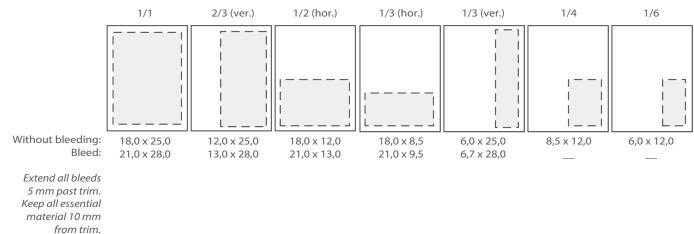4) **Payment:** 15 days after date invoice.
5) **Translattions:** the publisher will undertake translations and typesetting of all ads copy, free of charge. Bear in mind that Portuguese copy runs 15% to 18% longer than the English copy.
6) **Cancellations & late material:** cancellations and changes in orders will not be accepted after closing dates.
7) **Inserts:** please call for rates.
8) **Direct mail services:** lists are not available for rent.

SIZE (cm)

	1/1	2/3 (ver.)	1/2 (hor.)	1/3 (hor.)	1/3 (ver.)	1/4	1/6
Without bleeding:	18,0 x 25,0	12,0 x 25,0	18,0 x 12,0	18,0 x 8,5	6,0 x 25,0	8,5 x 12,0	6,0 x 12,0
Bleed:	21,0 x 28,0	13,0 x 28,0	21,0 x 13,0	21,0 x 9,5	6,7 x 28,0	___	___

Extend all bleeds 5 mm past trim. Keep all essential material 10 mm from trim.

REQUIREMENTS FOR ELECTRONIC FILES

Our magazines are produced with computer-to-plate technology for all printed material, and advertisers must supply digital files, according to the following specifications.

Platform: PC

Media: by e-mail (to adfiles@arandanet.com.br, size limit 10 Mb), CD or Zip disk, with matchprint proof (SWOP preferred, www.swop.org)
1. PDF, should be distilled using Press Quality job options. Ensure all links are valid and images are 300 dpi CMYK tiffs or eps. Set the PDF compatibility to Acrobat 4 (PDF 1.3). Object level compression should be off, binding left, resolution of 2400 dpi. Down sample CMYK images over 330 dpi to 300 dpi. Use ZIP or CCITT compression, never JPEG. Embed all fonts.

Color settings to color management OFF and preserve transfer functions.

2. TIFF, 300 dpi minimum, CMYK for color ads, grayscale for B/W ads. Turn color management off and uncheck ICC profiles. Do not use jpeg compression.

3. EPS, convert all fonts to outlines. Use only CMYK images. Do not trap colors.

4. NATIVE, PageMaker, InDesign and Quark files are accepted, but may require additional time for processing. Include all fonts, images and a file list/report.

File name: write proper file extensions in the file name (.PDF, .TIF, .EPS, .QXD, .PMD, etc.). Do not use forward slashes, backslashes or quote marks in file name.

Mechanica: trim size is 210 x 280 mm. Extend all bleeds 5 mm past trim. Keep all essential material 10 mm from trim. Total density maximum <280%. Trapped files are not accepted. All color images must be 300 dpi CMYK tiff or eps with color management/embedded ICC Profiles OFF. Color cannot be guaranteed if any images must be converted to CMYK from other modes such as RGB or LAB. Unless otherwise requested, disks will be discarded.

Color proofs: at 100% with crop marks must accompany all electronic files.

Contract-quality color proofs matching SWOP standards (Matchprint, Kodak Approval, Cromalin) are preferred and required for color guidance on press. Laser or inkjet printouts may be accepted for content only. If color is not critical, and no color proof will be submitted for press guidance, the information must be in writing.

Register marks: film for color ads should have four centered register marks identical in each color located approximately 10 mm outside the "live" area of the ad. Where ads are less than full page (non-bleed) it may be necessary for the printer to remove the register marks before plating. Any removal of register marks required for page form assembly is the responsibility of the printer. Register marks should include solid lines at least 5 mm long on both axes. The lines should be precisely the same width (thickness) in each color.