

# Ode Rate Card

NATURAL & ORGANIC PRODUCTS

Effective: September 2008 Circulation: 150,000

4-Color	1x	3x	5x	10x
Full Page	6,720	6,384	6,180	5,712
2/3	5,004	4,752	4,608	4,248
1/2	3,960	3,768	3,648	3,372
1/3	2,820	2,688	2,604	2,400
1/4	2,256	2,136	2,064	1,920

## B&W

Full Page	5,916	5,616	5,448	5,028
2/3	4,404	4,188	4,044	3,744
1/2	3,516	3,348	3,240	2,988
1/3	2,508	2,388	2,304	2,136
1/4	1,980	1,884	1,836	1,680

## Covers

Inside Front Cover (C2)	10,080	9,576	9,276	8,568
Inside Back Cover (C3)	9,240	8,784	8,496	7,860
Back Cover (C4)	10,920	10,380	10,044	9,288

## Ode Plaza 4-Color

1/6	1,260	1,200	1,164	1,080
1/12	756	720	696	636

## Ode Plaza B&W

1/6	1,116	1,056	1,032	948
1/12	660	624	612	564

## Web (1-day buyout for all positions: \$5,000)

	Position	Size	Rate per month	Format
<b>Leaderboard</b>	top of page	728 x 90 IMU	1,550	GIF, JPG,
<b>Rectangle</b>	in between posts	300 x 250 IMU	1,100	FLASH, VIDEO*
<b>Tower 1</b>	left column, top	160x600 IMU	1420 (30 day min)	GIF, JPG,
<b>Tower 2</b>	right column, top	160x600 IMU	750 (30 day min)	FLASH,
<b>Tower 3</b>	right column, middle	160x600 IMU	750 (30 day min)	VIDEO*
<b>Tower 4</b>	left column, middle	160x600 IMU	750 (30 day min)	
<b>Tower 5</b>	right column, bottom	160x600 IMU	750 (30 day min)	
<b>Button 1</b>	left column, top	160x160 IMU	350 (30 day min)	GIF, JPG,
<b>Button 2</b>	right column, top	160x160 IMU	350 (30 day min)	FLASH,
<b>Button 3</b>	right column, middle	160x160 IMU	285 (30 day min)	VIDEO*
<b>Button 4</b>	left column, middle	160x160 IMU	285 (30 day min)	

## Newsletter

	Position	Size	Rate per issue	Format
<b>Full Banner</b>	top of page	468x60 IMU	720	GIF, JPG,
<b>Half Banner</b>	in between posts	234x60 IMU	650	
<b>Vertical Banner</b>	far left column	120x240 IMU	410	
<b>Square Button</b>	far left column	125x125 IMU	430	GIF, JPG,
<b>Button 1</b>	far left column	120x90 IMU	310	GIF, JPG,
<b>Button 2</b>	far left column	120x60 IMU	290	

\*VIDEO: ask for pricing

## Ad Closing Dates 2008

ISSUE	AD CLOSE	ART DUE	ON SALE
JAN/FEB 2008	11/9/07	11/16/07	12/25/07
MARCH 2008	1/7/08	1/11/08	2/19/08
APRIL 2008	2/11/08	2/15/08	3/25/08
MAY 2008	3/19/08	3/24/08	4/29/08
JUNE 2008	4/16/08	4/21/08	5/27/08
JULY/AUG 2008	5/19/08	5/23/08	7/1/08
SEPT 2008	7/11/08	7/16/08	8/19/08
OCT 2008	8/14/08	8/20/08	9/23/08
NOV 2008	9/10/08	9/15/08	10/21/08
DEC 2008	10/4/08	10/20/08	11/25/08

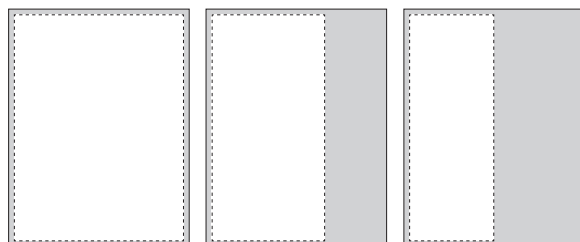
# Ad Sizes & Dimensions

## Dimensions

Ad Size	Width (inches)	Height (inches)
Full Page	7.125	9.7
2/3 Vertical	4.47	9.7
1/2 Vertical	3.45	9.7
1/2 Horizontal	7.125	4.75
1/3 Vertical	2.235	9.7
1/3 Square	4.33	4.33
1/4 Page	3.45	4.75
1/6 Vertical	2.235	4.75
1/12 Square	2.235	2.235

Trim and Bleed	Width (inches)	Height (inches)
Full Page Final Trim	8.125	10.75
Full Page Final Bleed	8.375	11
Spread Final Trim	16.25	10.75
Spread Final Bleed	16.5	11

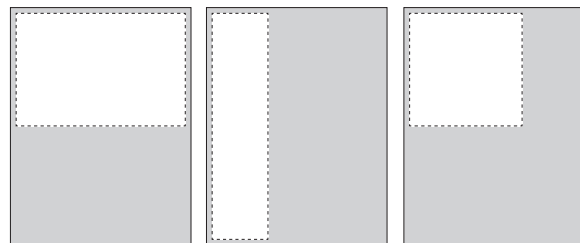
## Ad Sizes and Dimensions



Full Page

2/3 Vertical

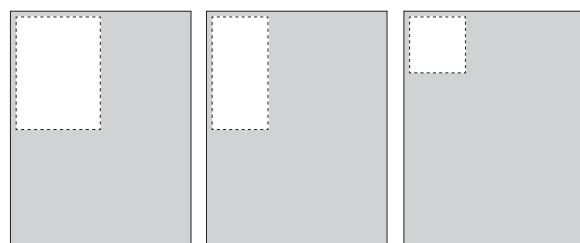
1/2 Vertical



1/2 Horizontal

1/3 Vertical

1/3 Square



1/4 Vertical

1/6 Vertical

1/12 Square

# Mechanical Requirements

## MAGAZINE SPECIFICATIONS

- Ode Magazine is produced with computer-to-plate technology
- Printed on web offset printing process, 150-line screen
- Ode Magazine is perfect bound
- **Trim size:** 8.125"W x 10.75"H
- **Bleed size:** 8.375"W x 11"H
- **Type Safety Area:** Please keep all type 1/4" from trimmed edges
- **Paper:** 100% recycled Dalam Cyclus Print paper

## ACCEPTED FILE FORMATS

Supply artwork in the following Mac formats *only*:

- InDesign document 6.0 or 5.0
- Hi-Res PDF created to Acrobat 4 PDFX/1-a specifications  
Please ask us for details if necessary.
- Illustrator EPS (fonts must be converted to outlines)

## FILE REQUIREMENTS

- **Size:** Digital files must be 100% Ode magazine ad size (see dimensions at left)
- **Colors:** All images and colors must be converted to CMYK process colors or grayscale. Do not specify Pantone or custom inks or leave graphics in RGB colorspace
- **Graphics:** Hi-res images must be linked and updated  
Resolution: 300 dpi for CMYK or grayscale, 1200 for line art
- **Fonts:** All fonts used in the file must be available before converting to PDF/X-1a. Bold, italic, and other styles must be chosen from the font menu, not created from the style menu
- **Trapping:** Do not apply trapping to files before saving as a PDF/X-1a format
- **Electronic Files Only (in order of preference):**  
Via email, Ode Swap drive, Ode FTP site, or CD
- **Send by email** (hi-res files smaller than 5MB only):  
ads@odemagazine.com
- **Upload to SWAP via www.swapdrive.com**  
(for hi-res files larger than 5 MB):  
User: odemagazine  
Password: odeguest
- **Upload to FTP via ftp://ode.xs4all.nl**  
(for hi-res files larger than 5 MB):  
login: ODEnl\odeftp  
Password: odeftp

- DO NOT supply fonts or images that are NOT a part of your ad
- DO NOT provide laser printer output or photocopied material as "camera-ready" artwork
- DO NOT supply artwork with PMS colors
- DO NOT supply ads in Photoshop TIFF or EPS formats as they cannot be guaranteed by our printer for quality

**NOTE:** For clients who supply film, there will be a \$30 production charge. For materials supplied requiring sizing to standards or mechanical labor, conversion to CMYK, substitution for missing fonts, etc., a \$50 base fee will apply.

## A COLOR PROOF SHOULD BE SENT TO:

Ode Magazine  
35 Miller Avenue, Suite 330  
Mill Valley, CA 94941  
888-ODE-MAGAZINE  
888-633-6242