

Rates & Mechanical Requirements

Rate Card No. 53 – Effective January 1, 2012

ADVERTISING RATES

B&W	1X	4X
1 Page	\$3295	\$2960
2/3 Page	\$2565	\$2330
1/2 Island	\$2370	\$2150
1/2 Page	\$2150	\$1910
1/3 Page	\$1525	\$1395
1/4 Page	\$1285	\$1130

Four-Color	1X	4X
1 Page	\$4080	\$3740
2/3 Page	3345	3110
1/2 Island	3150	2925
1/2 Page	2925	2690
1/3 Page	2305	2175
1/4 Page	2065	1910

COVERS Non-Cancelable.

All rates below include color charges, as only color advertising is accepted for cover position publication. Front cover advertisers receive bonus Internet exposure at QFFI's website (www.qffintl.com) for up to one year.

	1X	4X
Front Cover	\$7975	– Includes Internet exposure
Second Cover	\$5600	\$5125
Third Cover	\$5600	\$5125
Fourth Cover	\$5825	\$5360

INSERTS: 50 lb. (60 gsm) minimum weight stock. Four or more pages to be shipped folded unless backup required. Loose inserts 7¹¹/₁₆" x 10¹¹/₁₆" (195mm x 271mm). Bound-in inserts 8¹/₈" x 11¹/₈" (206mm x 282mm). Inserts bound in, allow 1/8" (3mm) at the head and spine within the overall size of each page. Same live matter restrictions and trim size as for bleed pages. **Check with publisher for pricing and shipping instructions.** If inserts exceed above dimensions, pre-trimming before binding is required and is billable to advertiser.

FIXED POSITION RESERVED INSIDE MAGAZINE – 15% extra charge added to advertising rate.

MECHANICAL REQUIREMENTS — Magazine is printed web offset and saddle stitched. **Bleed pages:** 8¹/₄" x 11¹/₄" (210mm x 286mm). Live matter must be 3/8" (9mm) on all sides away from the final trim of 7⁷/₈" x 10⁷/₈" (200mm x 276mm). **Front Cover:** 6³/₈" x 9¹/₄" (162mm x 235mm) bleeds right side and bottom, 1/8" (3mm) trim right side and bottom. Live matter no closer than 3/8" (9mm) to final trim size of 6¹/₄" x 9¹/₈" (159mm x 232mm).

Ad Space	Width	Depth	Width	Depth
1 Page (White border)	7"	10"	178mm	255mm
1 Page (Full Bleed)	8-1/4"	11-1/4"	200mm	276mm
2/3 Page (Vertical)	4-1/2"	10"	114mm	255mm
1/2 Page (Horizontal)	7"	4-7/8"	178mm	124mm
1/2 Page (Vertical)	3-3/8"	10"	86mm	255mm
1/2 Page (Island)	4-1/2"	7-1/2"	114mm	191mm
1/3 Page (Square)	4-1/2"	4-7/8"	114mm	124mm
1/3 Page (Vertical)	2-1/8"	10"	54mm	255mm
1/4 Page (Vertical)	3-3/8"	4-7/8"	86mm	124mm
1/4 Page (Horizontal)	7"	2-3/8"	178mm	60mm

DIGITAL ADVERTISING REQUIREMENTS: A high resolution PDF format optimized for press at 300ppi with picture files and all fonts embedded, RGB and all spot colors converted to CMYK. Application files accepted in QuarkXpress, Photoshop, or Illustrator, intended for high-end graphic reproduction. Images and files must be saved as CMYK, in TIFF or EPS files at 300 dpi. A quality four-color proof MUST accompany electronic files or one will be made by the publisher at the advertiser's expense. Extra charge applies for metallic colors. We cannot guarantee accurate reproduction of advertisements without an accompanying proof. All ads must have position marks for non-bleed ads and trim and bleed marks for bleed ads. E-mail ads to susanqffi@ewwpi.com or to address below.

QUICK FROZEN FOODS *international*

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