

# Pecan South

## General Advertising Rates

Rate Base: 4500 Effective: January 2017

Published 12 times a year	1X	9X	12X
<b>BLACK &amp; WHITE</b>			
Full Page	\$770	\$715	\$660
2/3 Page	\$550	\$515	\$475
1/2 Page	\$385	\$360	\$330
1/3 Page	\$275	\$260	\$245
1/6 Page	\$140	\$125	\$115
Banner*	\$125	\$115	\$110
<b>ONE COLOR</b>			
Full Page	\$1320	\$1265	\$1210
2/3 Page	\$1100	\$1060	\$1025
1/2 Page	\$935	\$910	\$880
1/3 Page	\$825	\$805	\$790
1/6 Page	\$690	\$675	\$665
Banner*	\$675	\$665	\$660
<b>FOUR COLOR</b>			
Full Page	\$1870	\$1815	\$1760
2/3 Page	\$1650	\$1610	\$1575
1/2 Page	\$1485	\$1460	\$1430
1/3 Page	\$1375	\$1360	\$1345
1/6 Page	\$1240	\$1230	\$1215
Banner*	\$1225	\$1215	\$1210
<b>COVERS (four color)</b>			
Back	\$2475	\$2420	\$2365
2nd	\$2175	\$2120	\$2065
3rd	\$2175	\$2120	\$2065

### Supplemental Rate Information:

Discounts can be given for frequency and/or ads sent in a digital format.

One Color: Process cyan, magenta, or yellow. PANTONE (PMS) and matched colors are available for an additional \$500. Metallic colors also available at extra charge.

Bleed: No extra charge.

Special Position: Orders specifying positions other than those known as designated positions are accepted only on a request basis, subject to the right of the Publisher to determine actual positions. Special position guaranteed on a noncancelable basis at 15% premium.

Inserts: Special rates apply for supplied inserts, insert cards, gatefolds, and special units. Prices and availabilities on request.

Outserts: Available via polybag. Prices on request.

## Productions Schedule for 2017

	Delivery Date	Insertion Order	Materials
January	1/4/17	11/21/16	12/5/16
February	2/3/17	12/20/16	1/5/17
March	3/3/17	1/20/17	2/6/17
April	4/3/17	2/20/17	3/6/17
May	5/3/17	3/20/17	4/6/17
June *	6/2/17	4/20/17	5/5/17
July	7/3/17	5/19/17	6/6/17
August	8/3/17	6/20/17	7/6/17
September**	9/5/17	7/20/17	8/4/17
October**	10/3/17	8/21/17	9/6/17
November**^	11/3/17	9/20/17	10/5/17
December	12/4/17	10/20/17	11/6/17

\* Buyer's Guide: Features equipment and equipment dealers. Higher distribution.

\*\* Marketing Guide: A list of buyers serving the pecan industry.

# Production Specifications

## Mechanical Specifications

Printing Process: Sheet fed offset. Binding Method: Saddle Stitched. (Guides at foot.) Trim Size: 8 3/8" by 10 7/8". Specifications: Recommended Standards for Advertising Material for Offset Publications approved by SWOP.

Inserts: Advertisers running preprinted inserts must provide a sample or mock-up for approval 2 weeks prior to issue closing.

### Digital Ad Specifications

Digital Formats Accepted: Most commonly accepted digital formats accepted. Prefer PDF, EPS, TIFF/IT-P1 or Macintosh Quark XPress or Adobe Illustrator file (with all necessary fonts and placed artwork). Call in advance to verify acceptance of other formats.

Proofs: Four-color ads must be accompanied by a color proof and black and white separations are recommended. Any variation between disk and proof should be clearly indicated. Not responsible for reproduction if material is received after published closing date. For one-color, lasers with clearly marked color breaks are acceptable.

## Dimensions

Standard page sizes (three columns)

### Non-Bleed:

Two Page spread 15 7/8" wide by 10" deep  
One page size 7 1/2" wide by 10" deep  
1/2 page spread 15 7/8" wide by 4 7/8" deep  
2/3 page (2 columns) 4 7/8" wide by 10" deep  
1/2 page (vertical) 4 7/8" wide by 7 3/8" deep  
1/2 page (horizontal) 7 1/2" wide by 4 7/8" deep  
1/3 page (1 column) 2 3/8" wide by 10" deep  
1/3 page (square) 4 7/8" wide by 4 7/8" deep  
1/3 page (horizontal) 7 1/2" wide by 3 1/8" deep  
1/4 page (horizontal) 4 7/8" wide by 3 5/8" deep  
1/6 page (horizontal) 4 7/8" wide by 2 3/8" deep  
1/6 page (1 column) 2 3/8" wide by 4 7/8" deep  
"Banner ad" 7 1/2" wide by 3/4" deep *(always ran at bottom of the page)*

### Bleed:

Keep live material 1/4" from trim edge top and bottom and 1/2" from side trim. For bleeds add 1/8" to all side.

Two page (spread) before trim 17" wide by 11 1/8" deep  
Trimmed size 16" wide by 10 7/8" deep

*(When type crosses gutter please spread type by 1/16" each side, totaling 1/8")*

One page before trim 8 1/2" wide by 11 1/8" deep  
Trimmed size 8 3/8" wide by 10 7/8" deep

1/2 page horizontal spread before trim 17" wide by 5 1/2" deep  
Trimmed size 16 3/4" wide by 5 3/8" deep

*(When type crosses gutter please spread type by 1/16" each side, totaling 1/8")*

2/3 page size before trim 5 1/4" wide by 11 1/8" deep  
Trimmed size 5 1/8" wide by 10 7/8" deep

1/2 page vertical before trim 5 1/4" wide by 7 1/2" deep  
Trimmed size 5 1/8" by 7 3/8" deep

1/2 page horizontal before trim 8 1/2" wide by 5 1/2" deep  
Trimmed size 8 3/8" wide by 5 3/8" deep

1/3 page square before trim 5 1/4" wide by 5 1/2" deep  
Trimmed size 5 1/8" wide by 5 1/8" deep.

1/3 page vertical before trim 2 7/8" wide by 11 1/8" deep  
Trimmed size 2 3/4" wide by 10 7/8" deep

### Issue and Closing Dates:

Frequency: Published every month. On sale the 1st day of the month of issue.

Closing Dates: Orders and materials due six weeks prior to date of publication.

Space Orders: Due in writing on or before closing date.

Cancellations: Neither the advertiser nor its agents may cancel after the closing date. No cancellations, changes, or insertion orders will be accepted by Publisher after the closing date. Orders for covers, postcards, and inserts may not be canceled less than 30 days preceding the closing date. If by closing date Publisher has not received copy that, in its sole discretion, is deemed acceptable for publication, Publisher may either repeat the advertiser's most recent advertisement that it has published or publish nothing, charging the agency and advertiser for any space reserved by them.

### Commissions:

Commission: 15% of gross billings to recognized agencies. No commission on production charges. Commissions not allowed on billings turned over for collection.

### Contract Regulations:

Contract Year: Advertising must be inserted within one year of first insertion to earn a frequency discount. Advertising schedules composed of mixed space units are entitled to earned frequency discount, except when use of smaller units lowers the total cost of the campaign below amount that larger units reached at their earned rate. An advertisers who does not complete a committed schedule will be subject to short rate. Credits earned by increasing frequency during a contract year are applied toward future billing for space. No cash rebates. Orders accepted are subject to rate change with notice by Publisher at least 60 days prior to closing date of effective issue. Advertisements that accompany orders containing incorrect rates or conditions will be inserted and charged the regular scheduled rates. Such errors will be considered as clerical only.

Agency: All advertisements are published for the benefit of the agency and the advertiser, and each of them is jointly and severally liable for all charges.

Billing Date: Publication date. payment due at Publisher's office in College Station, Texas, within 30 days of date of invoice.

Credit: Payment is to be made in advance unless credit is approved by Publisher.

Past Due: All accounts not paid in full within 30 days of date of invoice shall incur a late charge of 1% per month from the due date until paid in full.

Collection: In the event advertiser and/or agency defaults in payment of bills, such bills are turned over for collection. In this event, advertiser and/or agency shall be totally liable for all fees and sums charged by the collection agency and/or attorney. If any suit or other judicial proceeding is instituted or had thereon or if collected through probate or bankruptcy proceeding, advertiser and/or agency shall be totally liable for all attorney's fees and court costs incurred by Publisher in the collection of said bills.

# Pecan South

## INSERTION ORDER

Please include my company in the Pecan South Magazine.

Company \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Please specify the months that you wish your ad to run \_\_\_\_\_

☐ Please run my ad until further notice. (Notice must be in writing.)

☐ Please Invoice me

☐ My ad is new.

☐ Please keep the current ad.

☐ My ad needs to be revised (please include changes).

Ad description: \_\_\_\_\_

Size \_\_\_\_\_

☐ Vertical

☐ Horizontal

Color ☐ B&W ☐ Black + PMS ☐ Four Color

Bleed ☐ YES ☐ NO

Please mail or fax this form to: Pecan South

4348 Carter Creek Suite 101 Bryan, TX 77802

Fax: 979-846-1752