

Global Forum Rate Card



2010 Advertising Rates & Dimensions *Effective: January 1, 2010 - December 31, 2010*

Frequency: 6 issues per year

Issue Dates: February, April, June, August, October, December

Established: 2009

Circulation Information: 18,000

Editorial Content: Replacing *DIA Today/Forum* in 2009, the *Global Forum* is the association's new, bimonthly, 4-color magazine. Publishing in February, April, June, August, October, and December, the *Global Forum* will present important news from DIA conferences and workshops, reports of the Board of Directors and the regional advisory councils that directly impact DIA members, as well as practical tips, regulatory and global updates, upcoming DIA events, program notes, and more.

Issue Closing and Material Due Dates:

Insertion Order Due	Material Due
February - January 7	January 12
April - March 5	March 12
June - May 3	May 7
August - July 8	July 13
October - September 6	September 13
December - November 8	November 12

Digital Issue/Logos: All ads appearing in an issue of the print version will also appear in the digital version of that issue, without additional charge. **Advertisers can purchase a digital logo** for the same issue in which their print ad appears. These digital logos appear to the left of the cover of the *Global Forum* in the digital version and link back to the advertiser's website. The cost of a digital logo is **\$175**.

Digital Logo Specifications: Preferred file format: .jpg, resolution a minimum of 200dpi, physical size: 1.75" w x .75" h. **Not acceptable:** .bmp, .gif, other web format.

Display Ads and Frequency Discounts (US Dollars [gross])					
B & W	1X	4X	6X	8X	12X
Full pg	3095	2950	2880	2735	2615
1/2 pg	2175	2050	2015	1925	1830
1/4 pg	1395	1330	1295	1235	1170
Banner	2225	2195	1965	N/A	N/A
Marketplace	500	500	500	N/A	N/A

Color Rates in Addition to Black and White Rates:

- a. Standard color (Magenta, Yellow or Cyan): \$400 plus B/W page rate.
- b. Four-color rate: \$1600 plus B/W page rate.
- c. Bleed: No charge.

Preferred Positions:

- Opposite the Title page, opposite the Editorial Board page** - 25% over page rate
- Cover 2** - 35% over page rate
- Cover 3, Cover 4** - 50% over page rate

Mechanical Requirements:

Ads: Files can be emailed in high resolution PDF format to: Sherrie Longello, sherrie.longello@diahome.org, phone: (215) 442-6167. If emailed, you **MUST** fax a proof of your ad to Sherrie Longello, (215) 293-5955. **All PDFs must be CMYK, high resolution (300 dpi) print quality, with all fonts and images embedded. We will not be responsible for reproduction quality of ads supplied as RGB or low resolution.** Ads can be supplied on CD in either MAC or PC platform, along with a color proof for color ads and laser proof for black-and-white ads. If supplying QuarkXpress or InDesign documents, you must include all fonts and photos, art and logos supplied as EPS or TIF files.

Marketplace Ads: Ad size is 2-1/16" w x 1-5/8" h, including the border. Please provide camera-ready art*, with your company name, logo, address, phone, fax, and/or email/website address, or appropriate text that fits within the live area. Artwork must be **high resolution, 300 dpi, CMYK**, .pdf, .eps, .tiff, or .jpg. **Not acceptable:** .bmp, .gif, other web format.

* If you can't provide camera-ready art, email the required information and high resolution logo, and we'll prepare the ad for you, for a nominal fee. Call 267-893-5686 for more information. **(Logo must be attached as a separate file in required format mentioned above.)**

Publication Size: 8-3/8 w" x 10-7/8 h" (212 mm x 277 mm)		
Ad Page Size	Live Inches w x h (mm)	Bleed Inches (mm)
Full Page	7-1/2 x 10 (190 x 254)	8-5/8 x 11-1/8 (219 x 283)
1/2 Horizontal	7-1/2 x 4-7/8 (190 x 123)	N/A
1/2 Vertical	3-1/2 x 10 (89 x 254)	N/A
1/4 Page	3-1/2 x 4-7/8 (89 x 123)	N/A
Banner	7-1/2 x 2-1/2 (190 x 63)	N/A
Marketplace	2-1/16 x 1-5/8 (52 x 41)	N/A

