

2018 Directory & Online Directory Advertising Rates

2018 Advertising Deadlines:

January December 5, 2017	April February 28	June May 8	August July 3	October September 5
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Per Issue Advertising Rates:

Size	B/W	4/Color
Full Page	\$140	\$300
Half Page	\$ 88	NA

Special Positions:

- All special requested positions will be retained on a "Right of First Refusal" basis and payment history. Pricing available upon request.
- If pictures and logos are provided as digital files, there is no charge for color separating.
- Color separating for no-digital files is \$125 per picture or logo.

4/Color ads & B/W ads-provide only as digital 300 dpi files-

saved as high res. PDF, TIFF or EPS format. Files may be e-mailed or send on a CD. If sending as Quark Express, Photoshop, Illustrator or PageMaker document files, with graphic links, scans & font included on disk. Laser proof required. If advertiser provides PC formatted files & fonts, ad document should be saved as a PDF, TIFF or EPS format. If publisher is unable to output file from the provided file, the laser proof will be converted as the final copy and a separate charge will apply.

DO NOT SEND MICROSOFT PUBLISHER FILES.

Ads Requiring Layout Services: Provide picture or sketch (digital file, catalog picture, print or slide), company logo, descriptive copy and salesperson's information (name, address, phone, fax, e-mail, etc...) Booth Number will be placed by publisher.

For Questions Call: McNamara Publishing, Inc.
952-922-4220 · 715-415-0908 · fax 952-922-4287

E-mail files to:
sandy@mcpub.net or pubexpress@mcpub.net

Send Ad Materials with full payment to:

McNamara Publishing Co., Inc.
6201 Crescent Drive
Edina, MN 55436

Or send payment directly to:

Fashion Market Northern California
3701 Sacramento St. #204
San Francisco, CA 94118

NOTE: Full payment required with all ad materials.

Full Page Size
4 5/8" x 7 3/4"
Live matter Area

ALL ADVERTISING PLACED
IN THE PRINTED DIRECTORY
WILL BE UPLOADED TO THE ONLINE
"VIRTUAL DIRECTORY".
IF YOU SEND COLOR MATERIAL
FOR YOUR B/W AD, YOUR ONLINE AD
WILL APPEAR IN COLOR
FOR NO EXTRA CHARGE!
www.fashionmarketnorcal.com

1/2 Page Size
4 1/2" x 3 3/4"
Live matter area

Book Trim Size
5 1/4" x 8 1/4"
add 3/8" for bleed ads
(5-5/8" wide x 8-5/8" high)

Scan all images cmyk at 300 DPI -
Do not send website images