

## 2019 Directory & Online Directory Advertising Rates

### 2019 Advertising Deadlines:

<b>January</b>	<b>April</b>	<b>June</b>	<b>August</b>	<b>October</b>
<b>December 5</b>	<b>February 27</b>	<b>May 7</b>	<b>July 2</b>	<b>September 2</b>

### Per Issue Advertising Rates:

<u>Size</u>	<u>B/W</u>	<u>4/Color</u>
<b>Full Page</b>	<b>\$140</b>	<b>\$300</b>
<b>Half Page</b>	<b>\$88</b>	<b>\$NA</b>

#### 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](http://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**