MAGAZINE PRINT RATES

B/W GROSS RATES - RUN OF BOOK (15% agency discount available)

SIZE	1x	3x	6x	9x	12x	18x	24x	36x
full	$ 5,545	$5,424	$5,306	$5,182	$4,965	$4,820	$4,700	$4,602
2/3	$ 4,217	$4,120	$4,014	$3,899	$3,780	$3,635	$3,494	$3,450
1/2 ls	$ 3,856	$3,784	$3,681	$3,589	$3,511	$3,433	$3,373	$3,329
1/2	$ 3,070	$3,010	$2,929	$2,843	$2,770	$2,667	$2,619	$2,583
1/3	$ 2,353	$2,287	$2,233	$2,182	$2,135	$2,082	$2,051	$2,031
1/4	$ 1,804	$1,768	$1,717	$1,665	$1,638	$1,599	$1,569	$1,545
1/6	$ 1,494	$1,449	$1,406	$1,364	$1,329	$1,283	$1,245	$1,213
1/8	$ 1,131	$1,097	$1,064	$1,033	$1,006	$971	$942	$919
spread	$10,851	$10,526	$10,210	$9,904	$9,607	$9,318	$9,039	$8,768

COLOR	AD	SPREAD
2 Color-standard	$615	$1,135
2 Color-PMS	$915	$1,525

COLOR	AD	SPREAD
3 or 4 Process	$1,150	$2,000
Metallics	$1,200	$1,970

All rates above are based on payments by check, ACH, or wireless transfer.
Check with your MLO sales rep for rates with other forms of payment.

COVERS & SPECIAL POSITIONS

- Inside Front Cover: add 20% to full-page frequency discount
- Inside Back Cover: add 15% to full-page frequency discount
- Back Cover: add 25% to full-page frequency discount
- Guaranteed Positions: add 10%

CLOSING DATES & FREQUENCY DISCOUNTS

- Published monthly.
- Closing the 1st of the month prior to publication. Materials due one week later.
- Cancellations are not accepted after the closing date.
- MLO's Publisher reserves the right to select position.
- Guaranteed positions are non-cancellable. Preferred positions may be requested, non-guaranteed, and subject to production limitations.
- Inserts are accepted as supplied or as Publisher-printed.

FILE BUILDING: Native files are not accepted. NPC, LLC is not responsible for PDF files prepared incorrectly. Publisher does not assume responsibility for color accuracy.

ADDITIONAL CHARGES: Creative services and ad alterations are available at $85 per hour. A flat fee of $85 will be charged to convert native files to PDF format.

MATERIALS SUBMISSION:
Email PDF, or request FTP access:
mlotraffic@npcomm.com

FOR MORE INFORMATION:
helpcenter.npcomm.com

MECHANICAL PREPARATION:
Final trim: 7.75" w x 10.75" h.

- 300 DPI or higher for all images and artwork. No JPEG, PNG, or BMP images.
- Use CMYK color profile, Web coated SWOP – no RGB.
- Use 100% Rich Black. Do not use Registration Black.
- Embed fonts in the final PDF file.
- Create final file in PDF format: PDF/x-1a. Crop marks for bleed area are acceptable. Remove color bars and registration marks.

WEB CLASSIFIEDS

$380 net per web ad which includes up to 100 words. Additional words are $.35 each. Online ads will appear online at www.mlo-online.com for one month. All classified ads must be prepaid. No agency commission or cash discount. Frequency rates are available for print ads only. Contact Carol Vovcsko: 941-321-2873 cvovcsko@mlo-online.com.

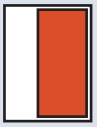
PRINT CLASSIFIEDS

Print Prices (gross)	No bleed.	B/W	4/C
1/8	3.25 x 2.5	$ 940	$1,593
1/6	2.125 x 4.7	$1,241	$1,894
1/4 V	3.25 x 4.75	$1,499	$2,152
1/4 H	7 x 2.5	$1,499	$2,152
1/3 V	2.125 x 9.75	$1,954	$2,607
1/3 Square	4.5 x 4.75	$1,954	$2,607
1/2 H	6.75 x 4.75	$2,435	$3,088
1/2 V	3.25 x 9.75	$2,435	$3,088
Full Page	7 x 10	$4,710	$5,052

PRINT AD SIZES IN INCHES

SPREAD
Non-bleed: 14.75 x 10
Bleed: 15.75 x 11
Trim: 15.5 x 10.75
Live: 14.75 x 10

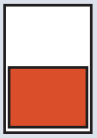
FULL PAGE
Non-bleed: 7 x 10
Bleed: 8 x 11
Trim: 7.75 x 10.75
Live: 7.25 x 10.25



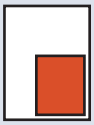
2/3 VERTICAL
Non-bleed: 4.5 x 9.75
Bleed: 5.25 x 11
Trim: 5 x 10.75
Live: 4.5 x 10.25

1/2 ISLAND
Non-bleed: 4.375 x 7.375
Live: 3.875 x 6.875

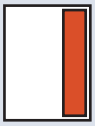
1/2 VERTICAL
Non-bleed: 3.25 x 9.75
Bleed: 4.125 x 11
Trim: 3.875 x 10.75
Live: 3.25 x 10.25



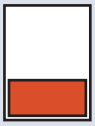
1/2 HORIZONTAL
Non-bleed: 6.75 x 4.75
Bleed: 8 x 5.5
Trim: 7.75 x 5.25
Live: 7.25 x 4.75



1/3 SQUARE
Non-bleed:
4.5 x 4.75



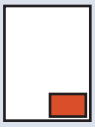
1/3 VERTICAL
Non-bleed:
2.125 x 9.75



1/3 HORIZONTAL
Non-bleed:
6.75 x 3

1/4 VERTICAL
Non-bleed:
3.25 x 4.75

1/6 VERTICAL
Non-bleed:
2.125 x 4.75



1/8 HORIZONTAL
Non-bleed:
3.25 x 2.5