

7x24MAGAZINE OPPORTUNITIES

Following are the Editorial Guidelines together with the Member Advertising Rate Card. Advertisers interested in placing an ad may fax the insertion order to 7x24 Exchange at 212.645.1147 or email to tara@7x24exchange.org. Questions?

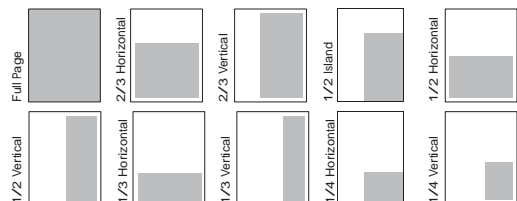
BLACK AND WHITE RATES

Size	1X	2X	3X
Full Page	\$1,500	\$1,300	\$1,100
2/3 Page	1,100	1,000	900
1/2 Page Island	900	800	700
1/2 Page	700	600	550
1/3 Page	600	550	500
1/4 Page	500	450	400

COVERS & PREMIUM POSITIONS – INCLUDES 4 COLOR

Size	1X	2X	3X
DPS	\$5,000	\$4,500	\$4,000
2nd / 3rd Cover	2,500	2,200	2,000
4th Cover	3,500	2,750	2,500

8 1/2" x 11" MECHANICAL REQUIREMENTS



Live Area: 7.5" x 10"
 Trim Size: 8.5" x 11"
 Bleed Size: 8.75" x 11.25"
 Halftone Screen: 133 lines up to 150 lines
DPS Mechanical Requirements:
 Live Area: 16" x 10"
 Trim Size: 17" x 11"
 Bleed Size: 17.25" x 11.25"
 Halftone Screen: 133 lines up to 150 lines

Advertiser indemnifies 7x24 Exchange against losses or liabilities arising from this advertising. 7x24 Exchange assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay 7x24 Exchange any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission.

COLOR RATES

Process Color (4/c): \$900
 Revisions and Proofs: \$50
 Position Guarantee: 15% premium
 *Non-Members add 40% to all rates

NON-BLEED AD DIMENSIONS

Size	Width	Length
Full Page	7.5"	10"
2/3 Horizontal	7.5"	6.5"
2/3 Vertical	5"	10"
1/2 Island	4.875"	7.5"
1/2 Horizontal	7.5"	4.875"
1/2 Vertical	3.625"	10"
1/3 Horizontal	7.5"	3.25"
1/3 Vertical	2.5"	10"
1/4 Horizontal	4.5"	3.25"
1/4 Vertical	3.25"	4.5"

Press optimized PDF or EPS accepted.
 No JPEG or TIFF accepted.

Convert all spot colors to CMYK.

Do not use 4 color black. All 4 color black will be replaced with 100% black at the advertiser's expense.

Fonts must be embedded or outlined.

Maximum ink density 280%

EDITORIAL GUIDELINES

Manuscript specifications: Feature articles vary in length from 500 to 2,000 words. While we accept articles in a variety of formats, it prefers to receive materials on CD. All articles must be received by the deadline to be considered for a specific issue. Material submitted after the deadline will be considered for the following issue.

Bylines: All articles should include a brief (1-2 sentence) author biographical sketch at the end of the article, that includes the author's name, title, affiliation, address, and phone number. Photos of authors are never used. We do not pay authors for contributions.

Visuals: Authors are encouraged to submit photographs and charts, graphs, or other illustration that will help readers understand the process being described, though it does not guarantee that visuals will be used with the article. Submit all charts, graphs, and other artwork separately; do not incorporate them in the body of the article. Indicate caption material separately. We reserve the right to publish submitted visuals.

Editorial procedures

All articles are reviewed for suitability. Accepted materials are then edited for grammar and to conform with our editorial style. All attempts are made to preserve the author's writing style, however, we have the right to edit for style, clarity, and to fit space allotments, and to make final selection on headlines, subheads, and graphic treatment. Manuscript submission implies author agreement with 7x24 Exchange's Editorial Policies.

Copyright

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