

RADAR

BALTIMORE ARTS & CULTURE

Published by Radar Review, LLC

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Net advertising rates, issues 9, 10, 11 15,000 units circulation

back cover ad <input type="checkbox"/>	5.5 x 4.25 inches vertical, full bleed, 4-color CMYK <input type="checkbox"/>	\$1800 (cost per unit 12.0¢)
inside cover <input type="checkbox"/>	5.5 x 4.25 inches vertical, full bleed, 4-color CMYK <input type="checkbox"/>	\$750 (cost per unit 5.0¢)
facing inside cover <input type="checkbox"/>	5 x 3.75 in. vertical B/W <input type="checkbox"/>	\$600 (cpu 4.0¢)
double truck <input type="checkbox"/>	centerfold only 5x8 in. horizontal B/W <input type="checkbox"/>	\$705 (cpu 4.7¢)
front section <input type="checkbox"/>	5 x 3.75 in. vertical B/W <input type="checkbox"/>	\$340 (cpu 2.15¢)
facing masthead <input type="checkbox"/>	5 x 3.75 in. vertical B/W <input type="checkbox"/>	\$375 (cpu 2.5¢)
center section <input type="checkbox"/>	5 x 3.75 in. vertical B/W <input type="checkbox"/>	\$340 (cpu 2.27¢)
back section <input type="checkbox"/>	5 x 3.75 in. vertical B/W <input type="checkbox"/>	\$270 (cpu 1.8¢)
half page (back section only) <input type="checkbox"/>	2.375 x 3.75 in. horizontal B/W <input type="checkbox"/>	\$150 (cpu 1.0¢)
NEW! 2/3 page (back section only) <input type="checkbox"/>	3.75 x 3-5/16 in. vertical B/W <input type="checkbox"/>	\$210 (cpu 1.4¢)
NEW! 1/3 page (back section, no discounts)* <input type="checkbox"/>	3.75" x 1.625" horizontal or 1-9/16" x 3-5/16" vertical B/W <input type="checkbox"/>	\$99 (cpu 0.66¢)

10% consecutive issue discount available regardless of size.

*no 10% discount on consecutive 1/3 page ads. Upgrading to a larger ad in a subsequent consecutive issue carries a 10% discount applies on the second ad and any consecutive ads larger than 1/3 page after that.

Release dates:

Radar 9 February 2, 2004

Radar 10 early April, 2004

Radar 11 early June, 2004

Advertising specs:

We prefer that ads be vector art built in Adobe Illustrator and sent as EPS files with all type turned to outlines. Bitmap images 300 dpi minimum.

PDF and Quark files (with all fonts embedded) are also acceptable. If sending Quark pre version 5, please include all fonts and graphic images as separate files.

If you cannot build your own ad or have questions, contact dc@radarreview.org for options. See radarreview.org for more detailed specs.

Final ad art should be emailed as an attached file to:

jlivingston@radarreview.net

dc@radarreview.net

Or delivered on CD to **Mission Media, 338 N. Charles St., Baltimore MD 21201**

radarreview.net