

MOBILE PRODUCTION MONTHLY

RATE CARD

PRINT Advertising Rates

INSERTIONS	1-4	5-7	8-11	12+
back cover	\$7500	\$6500	\$6000	\$5500
inside front cover	\$6000	\$5500	\$5000	\$4500
inside back cover	\$5000	\$4500	\$4000	\$3500
Monthly Cover Co Op**	\$2000	PREMIUM POSITIONS add 15% to any requested placement position		
full page full color (fpfc)	\$3500	\$3250	\$3000	\$2800
2/3pagecolor	\$2500	\$2259	\$2000	\$1700
1/2pagecolor	\$2250	\$2000	\$1750	\$1500
1/3pagecolor	\$1800	\$1600	\$1400	\$1200
1/4pagecolor	\$1600	\$1400	\$1200	\$900
1/6pagecolor	\$1200	\$1000	\$800	\$600

**Cover Co Ops include: logo on front cover, one page of editorial and a full page color ad

REQUIRED PHOTOS & ARTWORK

FOR PRINT

FILE PREPARATION:

- CMYK Colorspace
- 300 dpi at print size
- eps, tiff or pdf
- For bleed ads, files sizes must be 1/8" larger than final trim on all 4 sides. (8.75" x 11.25" trims to 8.5" x 11)
- Keep live elements not intended to bleed 1/4" from trim on all 4 sides.
- No 4-Color Black text
- 4-color Black is set to C-40, M-40, Y-0, K-100 (not for text)
- All fonts are outlined or provided
- Crop marks should not encroach into the bleed area.

VERY IMPORTANT:

Please no ipggs, RGB or website art, as these do not reproduce correctly for print.

Files under 5 MB may be sent by e-mail
 Files over 5 MB should be uploaded to our FTP server
 For additional information regarding digital data specifications or the status of materials supplied, contact:

Art Director / Ads@mobileproductionpro.com

CONTACT Information:

AD SALES - Larry Smith

2961 Armory Drive
 Nashville, TN 37204

t: **615.256.7006**
 f: **615.256.7004**

e: larrysmith@tourguidemag.com
mobileproductionpro.com

PRINT SPECS

Mechanical Specifications

SIZE	HORIZONTAL	VERTICAL	SQUARE
1/6 page	4.6" x 2.25"	2.25" x 4.6"	
1/4 page	7.5" x 2.375"	2.38" x 7.25"	3.25" x 4.6"
1/3 page	7.5" x 3.24"	2.38" x 10"	5" x 5"
1/2 page	7.5" x 5"	5" x 7.5"	
2/3 page	7.5" x 6.48"	5" x 10"	
full page (non-bleed)	8" x 10.5" (live area)		
full page (with bleed)	8.75" x 11.25" trims to 8.5" x 11"		



WEB Advertising Rates & Specs

INSERTIONS	PRICE	SIZE
leader board A	\$1000	728 x 90
full banner	\$700	428 x 63
skyscraper	\$500	126 x 600
mini bar	\$200	126 x 63

Art requirements: jpg/gif/png, RGB colorspace, 72 dpi