

# RATE CARD & PUBLISHING SCHEDULE

## Advertising Specifications

**TRIM:** 8.125 x 10.875  
**FULL PAGE STANDARD UNIT:** 8.125 x 10.875  
**SPREAD STANDARD UNIT:** 16.25 x 10.875  
**1/2 HORIZONTAL STANDARD UNIT:** 8.125 x 5.4  
**BLEED:** Documents should be supplied with 1/8 inch bleed beyond trim on all four sides.

*mental\_floss* magazine is printed using a CTP (computer to plate workflow). Therefore, we ask that you submit your ads in a digital format.

## Preferred Software

Adobe pdf (fonts and images embedded).

## Hard Copy Proofs

A hard copy proof of your ad is required to check the final output. Color ads require a color proof.

## Color

All four-color ads should be designed in CMYK process.  
 No spot colors please.

If you have any questions, please feel free to contact Production at 205.254.3770.

## Send Your Materials To

Mental Floss Magazine  
 c/o Winslow Taft  
 2829 2nd Avenue South  
 Suite 340  
 Birmingham, AL 35233  
 Tel: 205.254.3770

OR

E-MAIL: winslow@mentalfloss.com

## Contacts

For production questions call 205.254.3770.  
 For advertising and rate information contact Joe Fishleigh at 440.781.3807 or email joe@mentalfloss.com

## Publication Rates

### EFFECTIVE 08/09 • RATE CARD #7

4-COLOR	1X	3X	6X	12X
1 FULL PAGE	\$5,440	\$5,114	\$4,842	\$4,298
1/2 VERTICAL	\$3,645	\$3,426	\$3,244	\$2,880
2-COLOR				
1 FULL PAGE	\$4,896	\$4,602	\$4,357	\$3,868
1/2 VERTICAL	\$3,281	\$3,084	\$2,919	\$2,591
B/W				
1 FULL PAGE	\$4,352	\$4,090	\$3,873	\$3,437
1/2 VERTICAL	\$2,916	\$2,740	\$2,596	\$2,304
COVER*				
COVER TWO	\$6,800	\$6,392	\$6,052	\$5,372
COVER THREE	\$5,780	\$5,433	\$5,144	\$4,566
COVER FOUR	\$7,395	\$6,951	\$6,582	\$5,843
MENTAL MARKETPLACE				
1/9 PAGE	\$600 FLATE RATE (2.33" X 3.25")			

\* Covers are non-cancelable  
 Bleed Charge: 10% • Rates Shown are Gross • Insert Rates Available Upon Request.

## Closing Dates

**VOLUME 7, ISSUE 6: NOVEMBER / DECEMBER 2008**  
 SPACE CLOSE: September 3, 2008 // MATERIALS DUE: September 17, 2008

**VOLUME 8, ISSUE 1: JANUARY / FEBRUARY 2009**  
 SPACE CLOSE: October 27, 2008 // MATERIALS DUE: November 10, 2008

**VOLUME 8, ISSUE 2: MARCH / APRIL 2009**  
 SPACE CLOSE: January 8, 2009 // MATERIALS DUE: January 22, 2009

**VOLUME 8, ISSUE 3: MAY / JUNE 2009**  
 SPACE CLOSE: March 5, 2009 // MATERIALS DUE: March 19, 2009

**VOLUME 8, ISSUE 4: JULY / AUGUST 2009**  
 SPACE CLOSE: May 7, 2009 // MATERIALS DUE: May 21, 2009

**VOLUME 8, ISSUE 5: SEPTEMBER / OCTOBER 2009**  
 SPACE CLOSE: July 2, 2009 // MATERIALS DUE: July 16, 2009

**VOLUME 8, ISSUE 6: NOVEMBER / DECEMBER 2009**  
 SPACE CLOSE: September 3, 2009 // MATERIALS DUE: September 17, 2009