

## Advertising information

Advertising questions should be directed to Dalva Fisher at 435-674-3504. FAX: 435-674-3570. E-mail: dalva\_fisher@hotmail.com. Custom graphic design services are available for your ad needs, please inquire with Dalva for further information and rates.

## Advertising rates:

	1X	4X
Cover wrap	\$3,000	\$3,000
Full page	\$1,760	\$1,705
Half page	\$880	\$825
Third page	\$620	\$600
Requested Inside Covers (front or back):	10% premium	
Center Spread:	10% premium	
Double-truck:	10% premium	
Bleed Charge:	10%	

All ads are 4-color. Other sizes are available, including new-product introduction mentions (approximately 1/6-page) for \$225, and business card-sized ads for \$100. Cover wrap includes the back cover with artwork for the front cover to be supplied by the advertiser with the stipulation that no packaging is allowed.

A commission of 15% is available to recognized agencies.

The deadline is the same as editorial, closing on the 15th of the month prior to publication with materials needed by the 20th of the month.

## Mechanical requirements

(width x depth)

Publication trim size: 8 1/2" x 11"  
Full page (non-bleed): 7 1/2" x 10"  
Full page (bleed): 8 3/4" x 11 1/4"  
1/2 page: horizontal: 7 1/2" x 4 7/8"  
1/2 page: vertical: 3 3/8" x 10"  
1/2 page island: 5" x 7"  
1/3 page: horizontal: 7 1/2" x 3 1/3"  
1/3 page vertical: 2 3/16" x 10"  
1/6 page: 2 3/16" x 4 7/8"  
1/8 page: 4 7/8" x 2 3/8"  
Double-truck (non-bleed): 16" x 10"  
Cover/double truck (bleed): 17 1/4" x 11 1/4"

## Digital Files

All files supplied must be high res @ 300 dpi, CMYK, fonts included or outlined, links included. Software should be MAC based in: Adobe InDesign, Illustrator, Photoshop, Acrobat PDF. Deliver via disc to:

Dave Daniel  
Pacific Rim Publishing Co  
17931 Orkney Circle  
Huntington Beach, CA 92647  
714-375-3900



Or, if less than 5mb, via email to: dave.pacrim@verizon.net.

## Copy & contract requirements

- Publisher reserves the right to reject any objectionable copy.
- The advertiser agrees to hold the publisher harmless from all claims, damages and expenses arising out of the publication of any advertising accepted.
- Commission: 15% to recognized agency paid within 30 days. Advertisers will be short rated or rebated according, to actual number of insertions used during a one-year period from the month of first insertion.
- Advertising which simulates editorial content must be labeled "Advertisement." Publisher reserves the right to reject advertising not in keeping with the publication's standards.
- Contract advertisers are protected at existing rates for duration of contract. Rates determined by number of insertions of 1/8 page or more within 12-month period from date of first insertion Space size may vary with each insertion.

## State-wide coverage opportunity — advertising information

Beginning in 2008, for the first time, opportunities are available for advertising in both the Perishable Foods Connection in Northern California and the DDBC NEWS, the official publication of the Dairy Deli Bakery Council of Southern California.

Discounts are available for advertisers to reach most key personnel in the state.

Questions should be directed to Dalva Fisher at 435-674-3504. FAX: 435-674-3570. E-mail: dalva\_fisher@hotmail.com.

