

UUWORLD

THE MAGAZINE OF THE UNITARIAN UNIVERSALIST ASSOCIATION OF CONGREGATIONS

Affiliate Rate Card 2006

Circulation 123,000

Black & White

Full Page	\$1,346
2/3 Page	\$981
1/2 Page*	\$858
1/3 Page	\$559
1/6 Page	\$330
1/12 Page	\$216

Cost/1000 circulation, full page: \$10.94

4-Color

Full Page	\$1,607
2/3 Page (limited availability)	\$1,171
1/2 Page	\$1,024
1/3 Page (limited availability)	\$667
1/6 Page (Gift Guide only)	\$394
1/12 Page (Gift Guide only)	\$257

Cost/1000: \$13.06

Covers

2nd or 3rd Cover	\$2,068
4th Cover	\$2,205

Ad Sizes

Full Page	7 1/8" w x 9 1/2" h	1/2 Page (horiz.)	7 1/8" w x 4 5/8" h
Full Page Bleed	8 3/8" w x 10 3/4" h (trim size: 8 1/8" x 10 1/2")	1/3 Page (square)	4 5/8" w x 4 5/8" h
2/3 Page (vert.)	4 5/8" w x 9 1/2" h	1/3 Page (vertical)	2 3/16" w x 9 1/2" h
1/2 Page (tall)	3 3/8" w x 9 1/2" h	1/6 Page (horiz.)	4 5/8" w x 2 3/16" h
1/2 Page (vert.)	4 5/8" w x 7 1/16" h	1/6 Page (vertical)	2 3/16" w x 4 5/8" h
		1/12 Page (square)	2 3/16" w x 2 3/16" h

Deadlines

Issue	Reservation & Materials Deadline	On-Sale Date
Summer 2006	March 13, 2006	May 15, 2006
Fall 2006	June 13, 2006	August 15, 2006
Winter 2006	August 30, 2006	November 1, 2006
Spring 2007	December 14, 2006	February 15, 2007
Summer 2007	March 13, 2007	May 15, 2007

*No 1/2 page tall available for Holiday Gift Guide

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General Account Rate Card 2006

Circulation 123,000

Black & White

	1x	4x
Full Page	\$5,032	\$4,428 each
2/3 Page	\$3,774	\$3,321
1/2 Page*	\$3,019	\$2,657
1/3 Page	\$2,264	\$1,993
1/6 Page	\$1,258	\$1,107
1/12 Page	\$906	\$797

Cost/1,000 circulation for 1x full page: \$40.91

4-Color

	1x	4x
Full Page	\$7,400	\$6,512 each
2/3 Page (limited availability)	\$5,550	\$4,884
1/2 Page	\$4,440	\$3,907
1/3 Page (limited availability)	\$3,330	\$2,930
1/6 Page (Winter Gift Guide only)	\$1,110	
1/12 Page (Winter Gift Guide only)	\$800	

Cost/1,000 circulation for 1x full page: \$60.16

Covers

	1x	4x
2 nd or 3 rd Cover	\$9,620	\$8,466 each
4 th Cover	\$10,360	\$9,117

Ad Sizes

Full Page	7 1/8" w x 9 1/2" h	1/2 Page (horiz.)	7 1/8" w x 4 5/8" h
Full Page Bleed	8 3/8" w x 10 3/4" h (trim size: 8 1/8" x 10 1/2")	1/3 Page (square)	4 5/8" w x 4 5/8" h
2/3 Page (vert.)	4 5/8" w x 9 1/2" h	1/3 Page (vertical)	2 3/16" w x 9 1/2" h
1/2 Page (tall)	3 3/8" w x 9 1/2" h	1/6 Page (horiz.)	4 5/8" w x 2 3/16" h
1/2 Page (vert.)	4 5/8" w x 7 1/16" h	1/6 Page (vertical)	2 3/16" w x 4 5/8" h
		1/12 Page (square)	2 3/16" w x 2 3/16" h

Deadlines

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Summer 2006	March 13, 2006	May 15, 2006
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Summer 2007	March 13, 2007	May 15, 2007

*No 1/2 page tall available for Holiday Gift Guide

Display Advertisement Specifications 2006

Ad Sizes

Full page	7 1/8" w x 9 1/2" h	1/2 page (horiz.)	7 1/8" w x 4 5/8" h
Full page bleed	trim size: 8 1/8" x 10 1/2" bleeds: 3/16", margins: 5/16"	1/3 page (square)	4 5/8" w x 4 5/8" h
2/3 page (vertical)	4 5/8" w x 9 1/2" h	1/3 page (vertical)	2 3/16" w x 9 1/2" h
1/2 page (tall)	3 3/8" w x 9 1/2" h	1/6 page (horiz.)	4 5/8" w x 2 3/16" h
1/2 page (vertical)	4 5/8" w x 7 1/16" h	1/6 page (vertical)	2 3/16" w x 4 5/8" h
		1/12 page (square)	2 3/16" w x 2 3/16" h

Deadlines

Issue	Reservation & materials deadline	Approximate mail date
Winter 2005	August 30, 2005	November 1, 2005
Spring 2006	December 14, 2005	February 15, 2006
Summer 2006	March 13, 2006	May 15, 2006
Fall 2006	June 13, 2006	August 15, 2006
Winter 2006	August 30, 2006	November 1, 2006

Submissions

Digital platform supported:	Macintosh
Software supported:	Quark XPress (v. 4, 5, or 6), EPS, or print-ready PDF
Media types supported:	Zip 100 or 250 MB; Jaz 1 or 2 GB; CD-ROM/RW; DVD-RAM; 3.5 inch, 1.4 MB floppy disk; e-mail. Be sure to mail a hard copy proof.

- **For all non-cover pages, expect dot gain of roughly 30%. Please adjust curves accordingly.**
- All digital ads must be accompanied by a hard copy, for proofing purposes; as well as a printout of the contents of the disk. For e-mail submissions, fax a proof to 617-742-7025.
- Quark files must be accompanied by all fonts and graphics used in the file. (Although Quark embeds previews of images, it will not embed the support materials in their entirety.)
- PDF files must be at the correct resolution and size, be properly linked to graphics, and be B&W or CMYK before conversion to PDF format. Use Adobe Acrobat Distiller, and embed all fonts.
- All ads must be created at the sizes listed above.
- Use Postscript Type 1 fonts only.
- Photos must have a resolution of 300 dpi, and must be saved as TIFF files.
- Line art must have a final effective resolution of 1200 dpi, and be saved as TIFF files.
- Color ads (and all component images) must be CMYK, not RGB or "spot color." B&W ads must be B&W, not CMYK or RGB files containing black images.
- E-mail submissions may be compressed using Stuffit.SEA (self-extracting archive). Please change the .sit extension to .st before emailing, because our firewall will reject .sit files.
- We recommend avoiding pseudo-type commands. (For instance, use the bold version of a font, rather than using software's "bold" command on a Roman font.)

Design Services

UU World happily provides advertising design at a modest cost. For supplied ads, additional charges may apply for corrections or design work.