

JEEPIN' MAGAZINE

PRINT & DIGITAL AD PACKAGES



PACKAGE A – \$3,500 per month*

- 6 Full page ads with premium positioning**
- 1 Speedbump banner – monthly eMagazine/eNews
- 1 Leaderboard banner on jeepin-usa.com
- 4 ePromos
- 1 Company Microsite

** Upgrade to spread ads for \$4,000 per month.

PACKAGE B – \$2,500 per month *

- 6 Full page ads
- 1 Speedbump banner – monthly eMagazine/eNews
OR 1 Leaderboard banner on jeepin-usa.com
- 2 ePromos
- 1 Company Microsite

PACKAGE C – \$2,000 per month *

- 6 1/2 page ads
- 1 Sidebar banner – monthly eMagazine/eNews
OR 1 Sidebar banner on jeepin-usa.com
- 1 ePromo
- 1 Company Microsite

À LA CARTE PACKAGE

- ePromo – \$1,000
- Microsite – \$50 per month (6 month minimum)
- Web Banners – Leaderboards: \$1,500 monthly;
Sidebars: \$1,250 monthly
- eMagazine/eNews Banners –
Leaderboards: \$2,000 monthly;
Speedbumps: \$1,500 monthly;
Sidebars: \$1,250 monthly
- Digital Issue Sponsorship – \$1,500 per issue
- Print Ads (See rate card, right)



PRINT AD RATES – SINGLE ISSUES

Type	Rate	Type	Rate
Spread	\$5,000	1/2 Page	\$2,000
1/2 Page Spread	\$3,000	1/3 Page	\$1,500
Full Page	\$3,000	1/4 Page	\$1,000
2/3 Page	\$2,500	Product Profile	\$750

***Packages are based on a 12-month program**

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PRINT AD GUIDELINES



APPLICATIONS

Adobe Acrobat, Illustrator, InDesign, Photoshop, QuarkXPress.

PREFERRED FORMAT

PDF (Press Optimized with no RGB or Spot Colors).

Photoshop files created for any ad configuration that contains a bleed, must be set to bleed size before saving as a PDF.

OPEN FILES

Collect all elements used to construct the file: layout, images, art and fonts. Export InDesign Documents as "In Design Interchange" (.inx) files.

IMAGE FORMATS

300 DPI or higher. Image Mode is CMYK Color or Grayscale. Color Type is Process.

COLOR

All ads must be converted to CMYK.

The use of Pantone/Spot colors may incur additional charges if used.

FONTS

Do not apply "Style Attributes" to copy (Bold, Italic, etc.). Use the actual Bold or Italic font.

TRAPPING

Set all type and elements on top layers to knockout. If overprint is specified for desired effect, do not knockout.

PROOF

Submit PDF file or hard copy. Include additional instructions on proof.

SUBMISSION

Please email your ad to: kspatafora@mgigmedia.com. If you have any questions, please contact Kate Spatafora at: kspatafora@mgigusa.com or by phone at 631-561-7586.

AD SIZES

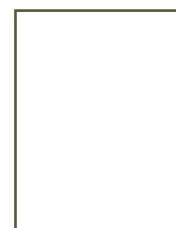
Live Area for Full Page is 7"x10"

Live Area for Two Page Spread is 15"x10"



Two Page Spread

*15.75 x 10.75"



Full Page

*7.875 x 10.75"



2/3 Vertical

4.5625 x 10"



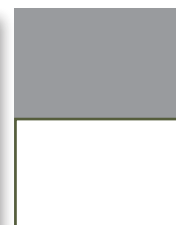
1/2 Island

4.5625 x 7.5"



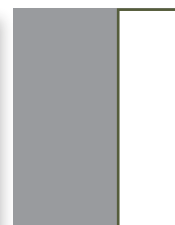
1/2 Vertical

3.375 x 10"



1/2 Horizontal

7 x 4.875"



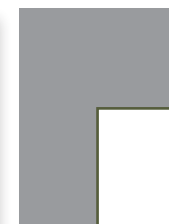
1/3 Vertical

2.1875 x 10"



1/3 Square

4.5625 x 4.875"



1/4 Vertical

3.375 x 4.875"



1/2 Horizontal Spread

14.875 x 4.875"

**15.75 x 5.25"

*For Bleed Settings add 1/8" (.125") to Top, Bottom, and Sides

**Document Trim Size for Bleed, then add 1/8" (.125") to Top, Bottom, and Sides

PRINT AD RATES – SINGLE ISSUES

Type	Rate	Type	Rate
Spread	\$5,000	1/2 Page	\$2,000
1/2 Page Spread	\$3,000	1/3 Page	\$1,500
Full Page	\$3,000	1/4 Page	\$1,000
2/3 Page	\$2,500	Product Profile	\$750