



**National
Peace Corps
Association**

WORLDVIEW

ADVERTISING RATES 2012

BLACK & WHITE:

Size of Ad	1x	4x
Full page	4,000	3,000
2/3 page	2,800	2,250
1/2 page	2,500	2,000
1/3 page	1,500	1,200
1/6 page	1,000	800
Full spread	6,800	5,100
Half spread	4,250	3,400

COLOR: Color charges are in addition to the black and white rate.

Four-Color	\$1,350
Two-Color Process	\$450 (black plus cyan, magenta or yellow)
Two-Color Match	\$600 (black plus one Pantone ink color)

GUARANTEED PLACEMENT:

Cover Positions	20 percent premium on space & color charges
Inside Positions	10 percent premium on space & color charges

INSERTS: For space rates, contact advertising sales office.

DISCOUNTS: Recognized advertising agencies receive 15% discount off gross rates.

MECHANICAL SPECIFICATIONS:

Ad Size	Width	Height	Spreads	Width	Height
Full Page	7 1/4"	9 7/8"			
Full-page bleed	8 3/8	11	Full page	15	9 7/8
2/3 vertical	4 3/4	9 7/8	Full bleed	16 1/2	11
1/2 horizontal	7 1/4	4 7/8	Half page	15	4 7/8
1/2 vertical	4 3/4	7 1/4	Half bleed	16 1/2	5 1/2
1/3 square	4 3/4	4 7/8			
1/3 vertical	2 1/4	9 7/8			
1/6 horizontal	4 3/4	2 3/8			
1/6 vertical	2 1/4	4 7/8			

FILE PREPARATION

MAGAZINE TRIM SIZE:

8-1/8" x 10-3/4"

BLEEDS: available on full page, full spread, and half page spreads only. Extend art 1/8" beyond trim for bleeds. Keep copy and images at least 1/4" inside trim.

BINDING: Saddle-stitched

PRINTING METHOD: Web offset

COLOR: CMYK

PROOFS: ads should be accompanied by a proof, preferably printed from the native file.

PREFERRED FORMAT:

PDF
Press-optimized
High resolution images (300dpi)
CMYK color

Any other process or format must be cleared by the Ad Sales Office in advance.

Design and production assistance is available at an hourly rate. Call the Ad Sales office for details. 540 374-9100

FILE DELIVERY:

Submit files on disk or via email to the Advertising Sales Office.

The publisher is not responsible for print results if files are submitted incorrectly or without the proper proofs.

WorldView Ad Sales Office

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