

Mechanical Specifications:

Final Trim: 8.125" wide x 10.75" tall
Binding: Saddle-stitched
Cover: Offset on 100# gloss text with high gloss aqueous coating Stochastic line screen equivalent to 350+ line screen.



Advertising Specifications

Platform: Macintosh platform preferred

Preferred File Format:

Press optimized, Acrobat PDF/X-1a compliant files are the preferred format for final artwork. Other acceptable applications are: Adobe InDesign, Adobe Illustrator, and Adobe Photoshop. We do not accept ads created in Microsoft Publisher, Microsoft Word, Microsoft Power point, Mult-Ad Creator, or Corel Draw.

File Transfers:

All digital files should be provided on a CD or DVD and must be accompanied by a hard copy/proof of the finished product. Files may be sent via an FTP replacement site such as YouSendIt.com; contact Steve Levine for more information.

Color:

All images must be saved in CMYK format. Any RGB, Index or PMS colors must be converted to CMYK prior to submission of materials.

Advertising Page Dimensions (W x H)

Spread (Bleed)	16.5" x 11"
Spread (Non-Bleed)	15.2" x 9.75"
Full (Bleed)	8.375" x 11"
Full (Non-Bleed)	7.25" x 9.875"
2/3 Vertical	4.75" x 9.875"
1/2 Horizontal (Bleed)	8.375" x 5.375"
1/2 Horizontal (Non-Bleed)	7.25" x 4.8125"
1/2 Vertical	4.75" x 7.25"
1/3 Square	4.75" x 4.8125"
1/3 Vertical	2.25" x 9.875"
1/4 Vertical	3.5" x 4.8125"
1/4 Horizontal	4.75" x 3.5"

Classified Ad Dimensions (W x H)

1/6 Vertical	3.25" x 4.8125"
1/6 Horizontal	4.75" x 2.375"

Special Advertising and Marketing Opportunities

Reprints of articles featured in Premier Agent Magazine are a popular and cost effective way to promote your business. Reprints are perfect for trade shows, direct mail, inserts and more. Ask about other multi-media advertising opportunities such as counter cards, custom posters, variable data and more. Our design service team will assist in developing a marketing program that will help you grow your business.

Additional Information

Standard Agency discount rates apply

Rate Specifications:

All ad and inserts are per insertion. Color may be added to B&W ads for an additional \$100 per color (CMYK only).

Preferred Placement Rates

The advertiser is charged a 10% premium for a special position in the magazine.

Design Services

Custom graphic design services are available for a small fee. Ask your Publisher about costs. All proofs are sent via email and a response is mandatory within 72 hours or the ad is run "as-is".

Payment

The first ad payment is payable by check or credit card prior to publication. If paying by check, all future ads will be invoiced for payment prior to publication with payment due prior to publication. Payment by credit card will be charged on the date they are received and charges for future ads will be charged prior to publication. A pre-payment discount of 10% is available for advertisers who pay two or more ads in advance. The discount is applied to the total contract amount.

For more information about advertising, editorial opportunities, or how your company can be profiled and/or promoted in the pages of Premier Agent Magazine, please contact:

Steve Levine, Publisher

832 - 419 - 2814

Steve@PremierAgentMagazine.com