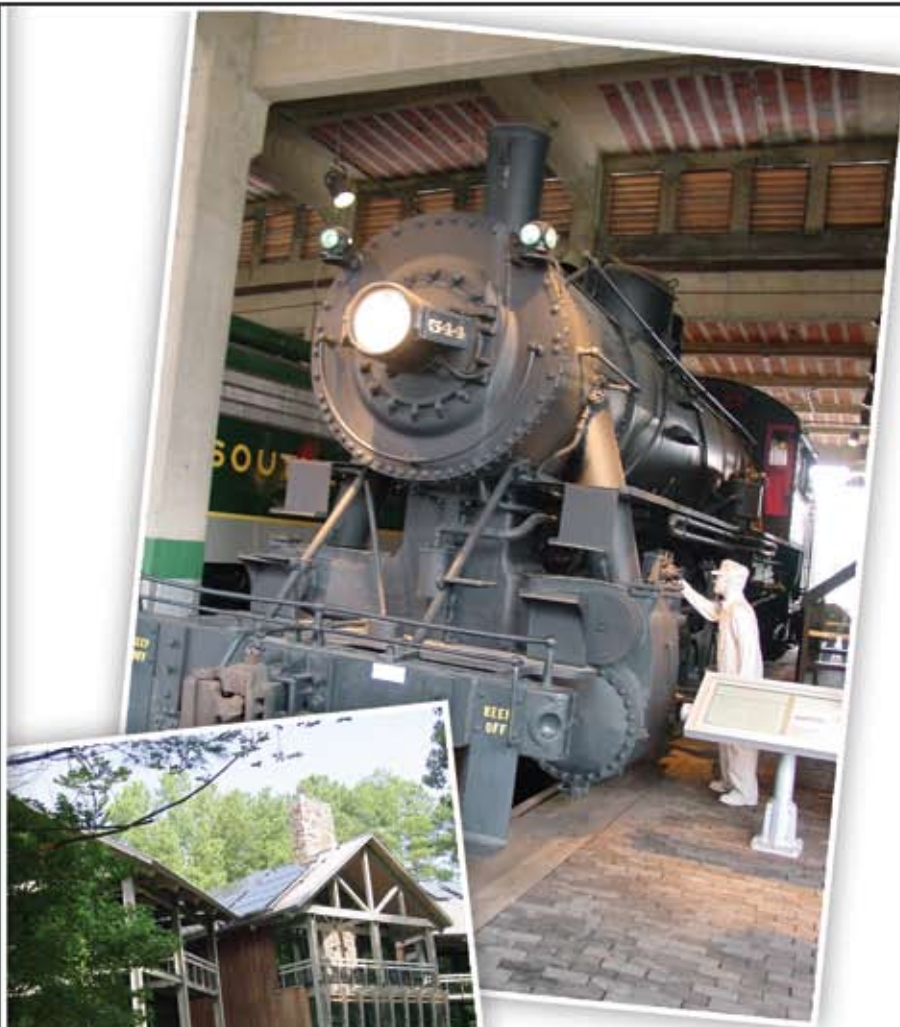


ROWANMagazine

The People. The Places. The Way of Life.



Miller Davis

ROWANMagazine

ROWAN Magazine

The People. The Places. The Way of Life.

Historic Rowan County, centered between the bustling Charlotte region and the growing Piedmont Triad area, offers a quality of life unlike any other. Its diverse population is enhanced by a thriving cultural scene, strong business climate and a deeply rooted sense of community.

Simply put, Rowan is a place all its own.

Rowan Magazine is dedicated to sharing the stories of the people, places and way of life that contribute to our unique character and charm. Published four times a year, Rowan Magazine brings you lively features that only a local publication can provide. We focus on trends, arts and entertainment, home and garden, health and recreation, shopping, food and business.

The attractively designed magazine melds exceptional photography with colorful stories that take you there.

Stay connected to the Rowan/Salisbury community with Rowan Magazine, the only magazine dedicated to feature stories and information about local people, places, culture and business.



Advertising Rates

Size	4x	3x	2x	1x
2-Page Spread	\$2,850.00	\$3,025.00	\$3,100.00	\$3,200.00
Full Page	\$1,400.00	\$1,475.00	\$1,500.00	\$1,550.00
2/3 Vertical	\$1,050.00	\$1,100.00	\$1,150.00	\$1,175.00
1/2 Horiz. or Vert.	\$ 850.00	\$ 900.00	\$ 925.00	\$ 950.00
1/3 Vertical	\$ 650.00	\$ 675.00	\$ 700.00	\$ 725.00
1/4 Page	\$ 500.00	\$ 550.00	\$ 575.00	\$ 600.00
1/6 Horiz. or Vert.	\$ 375.00	\$ 400.00	\$ 425.00	\$ 450.00
Marketplace	\$ 150.00	\$ 175.00	\$ 200.00	\$ 225.00

4X – Contract price per advertisement run in four issues.

3X – Contract price per advertisement run in three issues.

2X – Contract price per advertisement run in two issues.

1X – Contract price per advertisement run in a single issue.

Premiums

Ad Cost*

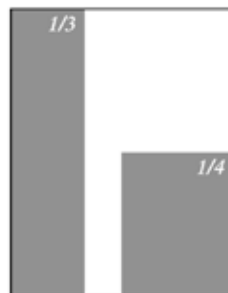
Back cover	\$300
Inside front cover	\$175
Inside back cover	\$150

*Ad cost is a static cost added to the appropriate contract price listed on the rate card above.

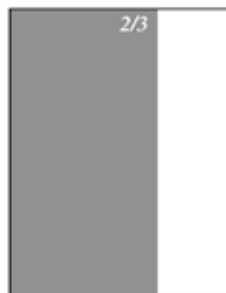
Size Specification Chart

Ad Space	No Bleed	Bleed*
Full Page	8.25" x 10.75"	8.5" x 11.0"
1/2 Page		
<i>Vertical</i>	4.0" x 10.75"	4.25" x 11.0"
<i>Horizontal</i>	8.25" x 5.3"	8.5" x 5.5"
1/3 Page		
<i>Vertical</i>	2.65" x 10.75"	2.85" x 11.0"
<i>Horizontal</i>	8.25" x 3.475"	8.5" x 3.6"
<i>Square</i>	5.375" x 5.275"	5.5" x 5.4"
1/4 Page		
<i>Vertical</i>	4.0" x 5.25"	4.25" x 5.5"
<i>Horizontal</i>	8.25" x 2.55"	8.5" x 2.675"
1/6 Page	2.6" x 5.3"	2.85" x 5.5"
Marketplace Ad	2.25" x 3.0"	

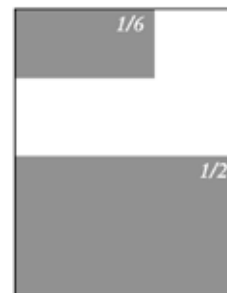
*Ads with bleed need an extra .125" on all four sides in addition to the measurements listed above.



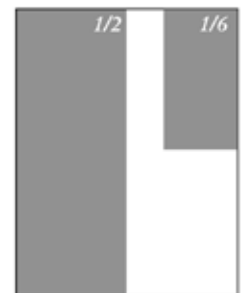
1/3 Vertical
1/4 Page



2/3 Vertical



1/2 Horizontal
1/6 Horizontal



1/2 Vertical
1/6 Vertical

Mechanical Specifications

General Specs

Printing process is web offset.
Paper/Stock is 80 lb. Finesse silk (matte finish).
Finished size is 8.5" x 11".
Binding method is saddle stitch.
Printing is a four color process (CMYK).
Bleed ads require 1/8" bleed.
Ad materials are accepted on CD or DVD. Materials submitted via e-mail should be combined into one folder and compressed using WinZip or StuffIt.

File Formats/Applications

Mac EPS or TIFF files preferred, Windows files are accepted.
Supported programs:
Quark Xpress 6
Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Macromedia Freehand
High Resolution PDF

File Format Notes

Color and grayscale images should be placed in Quark Xpress at 100%. Do not use Quark Xpress to scale images. Save photographic images in TIFF format. Images requiring a clipping path must be saved as Photoshop EPS files, with the clipping path in place. (Do not use Quark Xpress to create the clipping path.) Do not use Quark Xpress to rotate an image. Do not nest EPS files within other EPS files. All files should be saved at 300 dpi.

Fonts

Use PostScript fonts.
Do not supply TrueType fonts or Multiple Master fonts.
Do not use the style pallet in Quark Xpress to apply attributes to fonts.

Line Art

Save Illustrator or Freehand files as EPS.

What To Submit

Submit the application files with all fonts and linked or embedded graphics.
Include color proofs along with lasers of color separations.
Submit a list of all files included on the disk.
Do not include files on the disk that are not needed for the ad.
Keep copies of all submitted files.

Colors

All colors must be in CMYK format.
(Convert all RGB and Pantone colors to CMYK.)

Rowan Magazine at a Glance

Distribution

- Four issues are published per year.
- 65% of issues are mailed directly to the recipient.
- 35% of issues are placed at distribution points within Rowan County.
- 14,500 people view each issue.

Contact Us

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Editorial Calendar

Rowan Magazine will now be released quarterly. Each issue will focus on a particular theme that is important to the local community and is a key part of Rowan County's identity. Most stories will revolve around the issue's predetermined topic, while others will be part of recurring sections that may or may not be theme-specific. Issues will include a cover story and various articles on food, travel, local business and activities.

