

FCW Product Source Guide

Putting people and product together. The industries most reliable printed resource guide with up to date company information.

Rates

Display Advertising

Four-color charges included

Full page	\$8,000
2/3 page	\$6,250
1/2 page	\$4,850
1/3 page	\$3,850
1/6 page	\$2,750
1" strip	\$2,500
1/9 page	\$2,300

Color rates

Matched Pantone color	\$1,050
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Inserts
All inserts must be approved.

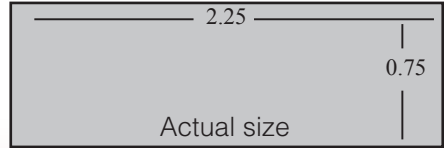
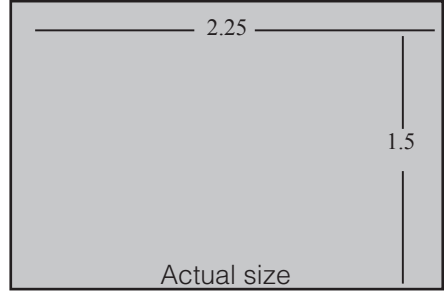
2-sided postcard (standard 4 x 6).....	\$7,000
2 pages	\$8,000
4 pages	\$10,500
8 pages	\$15,000
12 pages	\$17,500
16 pages	\$19,000

Logo & Traffic Stoppers

1-5 Traffic stoppers	\$415 each
6+ Traffic stoppers	\$359 each
1-5 Logo stoppers	\$210 each
6+ Logo stoppers	\$175 each

Traffic stoppers: Your logo and/or message appears in a 2.25" X 1.5" yellow background above your company's name in the section of your choosing.

Logo stoppers: Your company logo will appear over a 2.25" X 0.75" yellow background above your company's name in the section of your choosing.



Specifications

Format: Perfect bound magazine, standard size, paper is lightweight semi-glossed stock printed on a four-color offset web press.

Trim size: 8 1/4" X 10 7/8"

Digital file requirements: All files must be saved in one of these formats: .EPS, .TIFF, .JPEG, or .PDF. Final resolution should be 300 DPI. We ask that you supply a SWOP-calibrated proof on four-color ads. FCW will not be held liable for color mistakes if a SWOP-calibrated proof is not supplied. Your office printer printouts are not acceptable for color match, but we do ask that you send us a printout of your ad, four-color and black and white, so we may have something to proof against.

Standard page specifications

	Width	Height
1 column	2.25	10.875
2 column	4.75	10.875
3 column	7.25	10.875

Ad Sizes	Width	Height
1 page, non-bleed	7.25	10
1 page, bleed*	8.5	11.125
2 page, non-bleed	15.75	10
2 page, bleed*	17	11.125
2/3 page	4.75	10
1/2 page horizontal	7.25	4.875
1/2 page island	4.75	7.375
1/3 page square	4.75	4.875
1/3 page vertical	2.25	10
1/6 page	2.25	4.875
1/9 page vertical	2.25	3.25
1" strip	7.25	1

How to get your materials to us:
FTP: Please e-mail fcwservices@hearst.com for user info
E-mail: fcwservices@hearst.com

All sizes are in inches
 * Safety for ads that bleed: Keep all live matter (text, logos, images, etc.) 3/8 inch from trim

