

enrichTM

Your Health & Life

Rate Card #1 - effective 9/1/06

AD DIMENSIONS

A 2-PAGE SPREAD

15.25" x 10"

Bleed Size

17.25" x 11.375"

Trim Size

16.75" x 10.875"



B FULL PAGE

7" x 10"

Bleed Size

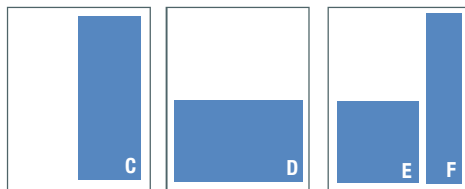
8.625" x 11.375"

Trim Size

8.375" x 10.875"

LIVE AREA

7.5" X 10"



C 1/2 PAGE VERTICAL

3.5" x 9.5"

E 1/3 PAGE SQUARE

4.65" x 4.65"

D 1/2 PAGE HORIZONTAL

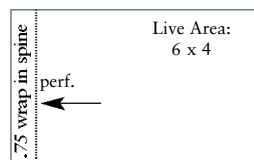
7" x 4.75"

F 1/3 PAGE VERTICAL

2.25" x 9.5"

BUSINESS REPLY CARD

6.75" x 4" (.75" over perf for binding)



CONTRACT & COPY REGULATIONS

1. All advertising orders are acceptable subject to the terms and provisions of the current rate card. Orders are acceptable subject to change in rates upon notice from the publisher. However, contracts may be canceled at the time the change in rates becomes effective without incurring a short rate adjustment, provided the contract rate has been earned up to the date of the cancellation.
2. Ads only cancelable upon receipt of written notice. Accepted for cover positions up to 90 days prior to ad close date, for other guaranteed positions up to 30 days prior to ad close and for all other ads up to 14 days before ad close. A short rate will apply to advertisers on contract for ads already run.
3. Orders containing incorrect rates will be regarded as clerical errors and insertions will be billed at current rates.
4. The contract year is 12 consecutive months. Contracts must be completed within one year from date of first insertion.
5. The Publisher reserves the right, without liability, to reject, omit or exclude any advertisement for any reason at any time with or without notice to the advertiser or advertising agency.
6. The Publisher will not be bound by any conditions, printed or otherwise, appearing on contracts or insertion orders when such conditions conflict with the regulations set forth in this rate card. Contracts, insertion orders or copy changes will not be accepted without written confirmation.
7. Advertisers and their agencies are liable for all contents of advertisements printed and are also responsible for any claim arising against *enrich*.

PRINTING PRODUCTION

Printed computer to plate, web offset, 4-color process only (cyan, magenta, yellow, black). Binding method is perfect. All furnished materials should conform to SWOP Specifications for Web Offset Printing. Ad materials will be kept on hand for 12 months after issue date. Ad materials that do not conform to the stated requirements will incur additional production costs.

SUBMISSIONS

enrich accepts only digital file formats for advertising.

FILE PREPARATION Acceptable software programs include QuarkXPress 6.5, Adobe Photoshop CS2, Adobe Illustrator CS2. You may save your file in hi-res PDF format with fonts embedded; include all fonts. Include a printed job report and a disk directory with all supplied disks. All files must be composite page layouts ready for output.

PROOFING A final 100%-size proof with crop marks must accompany all supplied ad files. Color ads must be submitted with a SWOP-accepted digital contract proof in CMYK format. If proof is not submitted, proper production is not guaranteed.

ARTWORK Minimum resolution requirements: 300 dpi photo scans, 1200 dpi line art. Acceptable file formats: EPS or TIFF.

FONTS All fonts must be PostScript compatible. No TrueType fonts may be used. Include both screen and printer fonts.

MEDIA Acceptable media: CD-ROM or DVD.