



## THE ADCRAFTER MAGAZINE

Published monthly by:

The Adcraft Club of Detroit

15 E. Kirby, Suite 418, Detroit, Michigan 48202

Telephone: 313-872-7850 • E-mail: [mdavis@adcraft.org](mailto:mdavis@adcraft.org)

**Effective: January 1, 2015**

### MAILING INSTRUCTIONS

A. Address all communication, including advertising copy and/or mechanical materials to The Adcrafter, 15 E. Kirby, Suite 418, Detroit, Michigan 48202.

#### 1. PERSONNEL/REPRESENTATIVES

A. Representative: Melanie Davis, Executive Director.

#### 2. COMMISSION

A. All published rates are net.

B. Bills rendered first month subsequent to publication, payable ten (10) days from invoice.

#### 3. GENERAL

A. Advertising subject to approval by Publications Committee of The Adcraft Club of Detroit. Publisher reserves the right to refuse copy deemed unsuitable, or to require revisions. Minimum size accepted: one (1) column inch.

B. Reading notices, or advertising copy, which simulates regular editorial make-up of The Adcrafter, not accepted.

C. Advertisers billed at a frequency discount rate who fail to place the minimum number of insertions to earn such a rate will be billed for the difference between the amount paid and the amount due under the frequency discount for which they qualify. Advertisers who qualify for a larger frequency discount than that for which they are billed will be rebated in the amount earned upon placement of the required number of advertisements for the period.

D. Each issue may contain no more than four (4) to six (6) full-page advertisements, exclusive of pre-printed inserts and left-hand pages of spreads.

E. Publisher reserves the right to revise rates and terms at any time without notice.

**4. GENERAL ADVERTISING RATES** (Note that rates for annual Roster Edition differ from rates for monthly issues)

A. Regular Issues. Frequency discounts offered, and the discounted rates, are as follows (black-on-white rates):

	1 Time	6 Times	12 Times
Full page (3 columns):	\$900	\$700	\$500
Half page	\$500	\$390	\$280
Quarter page	\$250	\$195	\$140
Eighth page	\$130	\$115	\$75
Smaller, per col. inch:	\$35	\$27	\$20

B. Roster Edition. Rate card available on our web site [www.adcraft.org](http://www.adcraft.org), by email [mdavis@adcraft.org](mailto:mdavis@adcraft.org) or by phone at 313-872-7850.

## 5. COVERS

A. Self-covered. No advertising accepted on page one. No special cover rates.

## 6. INSERTS

A. Two-page, front-and-back inserts: \$900. Multiple-page inserts: \$900 per each two pages.  
B. See section 12 for mechanical requirements.

## 7. SPECIAL POSITIONS

A. No charge for any position available. No guaranteed positions.

## 8. COLORS

A. Per page, each additional standard process color: \$360  
B. Per page, each additional special match color: \$460  
C. Total cost, four-color process page: \$1980

9. **BLEED** No charge.

## 10. CLASSIFIED, READING NOTICES, SPLIT RUNS, ETC.

A. No special rates offered.  
B. Reading notices not accepted.

## 11. CONTRACT REGULATIONS

A. Orders placed prior to rate increase accepted at rate then prevailing.

## 12. MECHANICAL REQUIREMENTS

A. Full page ad - Trim size: 8 1/2" x 11." Bleed size: 8 3/4" x 11 1/4."  
B. Two page spread ad - Trim size: 17" x 11." Bleed size: 17 1/4" x 11 1/4."  
C. Half page ad HORIZONTAL – Trim size: 7.25" w x 4.875 h.  
D. Half page ad VERTICAL – Trim size: 3.625" w x 9.75" h.  
E. Quarter page ad – Trim size: 3.675" w x 4.875" h.  
F. Eight page ad HORIZONTAL – Trim size: 4.875" w x 2.25" h.  
G. Eight page ad VERTICAL – Trim size: 2.25" w x 4.875" h.  
H. Standard advertising unit dimensions: One column-inch, or multiples thereof. Full page is 30 column inches.  
I. Column width: 2 1/3" (14 picas).  
J. Depth of column: 9 1/2" (57 picas).  
K. Three columns per page.  
L. Minimum depth requirements: One column-inch.  
M. Printing: offset  
N. Digital materials are required for all advertising (no film negatives can be accepted).

Requirements for printing materials are:

1. **Media** - High End Formatted CD-ROM (ISO 9660 Format) Mac or PC
2. **Data Formats** - High End File Formats (no TIFF/IT or DCS files can be accepted)
3. **Resolution** - Require LW files at 2400 resolution      Require CT files at 300 resolution

#### **4. Desktop File Formats - Layout Application Files**

- a. QuarkXPress, PostScript (contact name/phone), PDF/Acrobat (with test)

#### **5. Desktop Element Formats**

- a. Images/Scans - TIFF EPS
- b. Fonts - PostScript Type 1 **ONLY**
- c. Logos/Artwork - EPS TIFF
- d. Digital Proofs

#### **6. Contract Proofs - Type of Proof**

- a. DDCP (Kodak Approval, Screen TrueRite, Optronics, Intelliproof, etc.)  
Film-based proofs (Match print, Cromalin, Fuji, Signature, etc.)

#### **7. Color Calibration**

- a. SWOP standards GAFT/SWOP approved scales, targets and control patches

#### **8. Misc. desktop instructions/standards**

- a. Build pages to trim size and extend bleed exactly 1/8" beyond page edge (no more or less)
- b. Single page image area should be no more than trim plus bleed)
- c. Use stylized fonts and do not apply style attributes to basic fonts
- d. All elements must be placed at 100% size, when possible
- e. Avoid rotation and cropping of images in layout program
- f. Include all fonts, images/scans, and logos/artwork (including imbedded artwork)
- g. Do not nest EPS files in other EPS files
- h. Pantone colors must be in CMYK mode, or PMS color called out
- i. All images/scans must be in CMYK for 4-color ads, or grayscale for b/w ads (No RGB files accepted)
- j. Four-color solids should not exceed SWOP density of 280%
- k. Supply Quark "Collect for Output" or similar reports
- l. When burning/creating a CD containing your artwork/files/fonts.  
Please write/format the CD in the HYBRID (Macintosh and PC) format (i.e. ISO 9660 Format)

#### **9. Content and Position Proofs**

Supply hard copy proofs that match exactly with each supplied digital file.

Supply composite printouts with color clearly marked

Proofs must be provided at 100% size

#### **10. Electronic Transfer** – Email or upload to web site.

**11. Fractional ads** – Furnish on computer disk (Mac format. PC formatted files must be converted to PDF format, with all fonts and images imbedded). Provide complete file directory, fonts, graphics, and a composite proof. Preferred programs are (1) QuarkXpress and (2) PhotoShop. Publisher will charge advertiser for modification of materials provided by the advertiser, which are not entirely ready for output devices.

##### a. Inserts

1. Insert stock should be no heavier than 100-lb text, nor more than .008" thick, any finish.
2. All full size inserts should be supplied 9 1/4" x 11" to allow 1/4" bind and 1/2 trim on outside edge.
3. Spread inserts should be supplied 18 1/2" x 11" to allow 1/2" trim on outside edge after binding.
4. All inserts to be bound into magazine. No loose inserts or tip-ins allowed. No inserts of less than full-page allowed.

##### b. Binding: saddle stitch.

c. Instruction as to disposition of mechanical materials should accompany them or be included in insertion order. Mechanicals will be held for one year from publication. If no instructions have been received, the mechanicals will be destroyed.

#### **13. ISSUE AND CLOSING DATES**

A. Issued monthly, dated Friday (see Production Schedule); mailed preceding Tuesday.

B. Closing date for orders: Tuesday of previous week, ten (10) days before publication date.

C. Closing date for materials: Tuesday of previous week, ten (10) days before publication date. Add one day for 4-color work.

- D. Cancellation date: Tuesday of previous week, ten (10) days preceding publication date.
- E. Ads must be accompanied or preceded by written insertion order stating date of insertion, billing address, telephone number, and name of advertising representative. No ads may be placed without written insertion order on file with Adcraft office.

#### **14. CIRCULATION INFORMATION**

- A. Does not subscribe to any circulation auditing service. Mailed periodical postage.
- B. The Adcrafter is the official publication of The Adcraft Club of Detroit. Its circulation is primarily among (1) advertising agency executives; (2) members of the advertising and sales departments of manufacturers, retailers, financial institutions, public utilities, etc.; (3) publishers and publishers' representatives; and (4) those engaged in the production and sale of advertising materials and services. It is available to non-members of The Adcraft Club by subscription. It is a newsmagazine, with editorial content that focuses on Adcraft Club news, and general news of the Detroit advertising industry.

#### **15. SUBSCRIPTION PRICE**

Subscription price per year: \$30 not including Roster Edition; \$100 including Roster Edition. Single copies: Monthly issues \$1.00; Roster Edition \$70.00.

**(Prepared in conformity with the "Standard Rate Card of the American Association of Advertising Agencies.")**