

## PRINT ADVERTISING RATES & SPECS

### 4 COLOR DISPLAY AD RATES

	10x	6x	4x	1x
2 Page Spread	\$4,250	\$5,770	\$6,285	\$6,490
Full Page	\$3,710	\$4,020	\$4,225	\$4,430
2/3 Vertical	\$3,195	\$3,400	\$3,505	\$4,020
1/2 V/H	\$2,885	\$3,195	\$3,400	\$3,710
1/3 V/H	\$2,475	\$2,680	\$2,885	\$3,195
1/4 Vertical	\$2,270	\$2,370	\$2,575	\$2,785

### GUARANTEED POSITIONS:

Guaranteed positions specified by advertiser or agency are 10% above rate card and non-cancelable for at least a 12x contract. These positions are as follows:

- Table of Contents
- Editor's Page
- Masthead
- Letters
- Publisher's Page
- Lead Page of Cover Editorial

### INVOICES, CREDIT & CONDITIONS

- Our invoices are NET 30 days on approved credit for all services.
- New advertisers and agencies must prepay their first insertion and submit credit application.

### SPECIAL POSITIONS:

Covers are non-cancelable. Rates per insertion based on a 12x contract (includes color):

- Back Cover \$5,000
- Inside Front Cover \$4,500
- Inside Back Cover \$4,000
- Opposite Table of Contents \$4,000

### INSERTS

All inserts are non-cancelable, furnished by advertiser complete/ready for binding. Advertiser should check with production manager before ordering printing.

- 2 page insert \$3,915
- 4 page insert \$6,695
- 6 page insert \$9,865
- 8 page insert \$11,845



## Print Ad Configurations

<p><b>1</b></p> <p><b>2 PAGE SPREAD</b> Live Area 15" x 10" Bleed 16<sup>1</sup>/<sub>2</sub>" x 11" Trim 15<sup>3</sup>/<sub>4</sub>" x 10<sup>3</sup>/<sub>4</sub>"</p>	<p><b>2</b></p> <p><b>FULL PAGE</b> Live Area 7" x 10" Bleed 8<sup>1</sup>/<sub>8</sub>" x 11" Trim 7<sup>7</sup>/<sub>8</sub>" x 10<sup>3</sup>/<sub>4</sub>"</p>	<p><b>3</b></p> <p><b>2/3 PAGE</b> Live Area 4<sup>9</sup>/<sub>16</sub>" x 10"</p>	<p><b>4</b></p> <p><b>1/2 HORIZONTAL</b> Live Area 7" x 4<sup>7</sup>/<sub>8</sub>"</p>	<p><b>5</b></p> <p><b>1/2 VERTICAL</b> Live Area 3<sup>3</sup>/<sub>8</sub>" x 10"</p>
<p><b>6</b></p> <p><b>1/2 ISLAND</b> Live Area 4<sup>9</sup>/<sub>16</sub>" x 7<sup>1</sup>/<sub>2</sub>"</p>	<p><b>7</b></p> <p><b>1/3 SQUARE</b> Live Area 4<sup>9</sup>/<sub>16</sub>" x 4<sup>7</sup>/<sub>8</sub>"</p>	<p><b>8</b></p> <p><b>1/3 VERTICAL</b> Live Area 2<sup>3</sup>/<sub>16</sub>" x 10"</p>	<p><b>9</b></p> <p><b>1/4 VERTICAL</b> Live Area 3<sup>3</sup>/<sub>8</sub>" x 4<sup>7</sup>/<sub>8</sub>"</p>	

**GENERAL INSTRUCTIONS**

Publisher reserves the right to reject any advertising that, in the sole discretion of the publisher, does not conform to publication standards. Publisher reserves the right to place the word "advertisement" on copy that, in its opinion, closely resembles editorial matter.

Advertisers will be short-rated if, within a 12-month period from the date of first insertion, they do not use the amount of space upon which their billings have been based.

Publisher is not bound by conditions appearing on contracts, insertion orders or instructions from any agency or advertiser that conflict with the terms listed herein. Only written instructions including those on contracts and insertion orders, agreed to in writing by the publisher, are binding.

**INVOICES, CREDIT & CONDITIONS**

Our invoices are NET 30 Days on approved credit for all services, payable in US dollars. Marketplace/Classified advertising: payment is required in advance – VISA, MasterCard, and Amex accepted. New advertisers and agencies may be required to prepay their first insertion and submit a credit application. Extension of credit is subject to approval of our Credit Department. Payments received will be credited to the oldest outstanding balance.

**POSITIONING REQUESTS**

Positioning of advertisements is at the discretion of the Publisher. Position requests other than those specified in the rate card with an additional charge are valid only with the written acceptance of the publisher.

**SEQUENTIAL LIABILITY**

Publisher holds advertiser and/or its advertising agency jointly and severally liable for payment due to publisher. This applies even when a sequential liability clause is included in a submitted contract or insertion order.

**PUBLISHER'S LIABILITY**

Advertisers and their agencies assume liability for advertisement and agree to indemnify the Publisher from any loss or claim based upon the subject matter (including text, images, and illustrations), representations, trademark or copyright of submitted advertisements.

Publisher's liability for any error will not exceed the cost of the space occupied by the error. Publisher cannot be held liable for circumstances beyond its control affecting production or delivery.

**DIGITAL AD PRODUCTION REQUIREMENTS**

Complete digital ad specifications can be downloaded at: [www.lctmag.com](http://www.lctmag.com). Click on the "Advertise" icon then "Ad Specifications." All ad materials and production questions can be addressed to:

LCT Magazine  
Heidi Dimaya, Production Manager  
3520 Challenger St., Torrance, CA 90503  
PH: (310) 533-2559 • Fax: (310) 533-2501  
Email: [heidi.dimaya@bobit.com](mailto:heidi.dimaya@bobit.com)

**DIGITAL SUBMISSIONS FOR ADVERTISERS (PRINT EDITION):**

Ad Portal (Send My Ad): PDF ONLY.

Ad Portal cannot accept compressed files.

Photoshop files saved as PDF's are acceptable, but must be set to bleed size. When uploading, select the size for Photoshop PDFs.

New advertisers, click link <https://bbm.sendmyad.com> and create an account. Existing advertisers, log-in and follow upload instructions.

If you are unable to use our ad portal system (Send My Ad), please contact Production Manager for further instructions.

**DIGITAL SUBMISSIONS FOR ADVERTISERS (DIGITAL EDITION):**

Digital editions cannot accept rasterized PDFs. PDFs must be 1st generation. All web/URLs must contain active links.

**INSERTS AND OTHER SPECIAL MARKETING INNOVATIONS**

Inserts, tip-in, ride-along, posters, CD inserts, gatefolds, business reply cards and other custom publishing are available and by custom quote. Please consult with your Regional Sales Manager for a specific quotation on any of these services. If you have a unique marketing concept, please let us know—we would be happy to accommodate your special needs. Before ordering custom printing, advertisers should contact our Production Manager to determine quantity, size specs, mechanical requirements, and shipping instructions.

**MARKETPLACE / CLASSIFIED ADVERTISING**

Please call or email: [classifieds@bobit.com](mailto:classifieds@bobit.com) or consult with your LCT Regional Sales Manager for more information. Typesetting is complimentary.

**NEW PRODUCT RELEASE SUBMISSIONS FOR EDITORIAL**

Advertisers may send new product releases for complimentary editorial publication to: [lct@bobit.com](mailto:lct@bobit.com), [martin@lctmag.com](mailto:martin@lctmag.com) or via regular mail. Only 5" X 7" @ 300 dpi color photos or images are acceptable for proper production quality. We do not guarantee product release placement or editorial PR text will appear in an issue. Editor has sole right to choose materials for inclusion.

**CONTACT****Sara Eastwood-McLean**

LCT Publisher/Show Chair  
NLA Corporate Liaison  
Email: [sara@lctmag.com](mailto:sara@lctmag.com)

Phone: (253) 983-0515  
Cell: (253) 330-0112  
Fax: (253) 983-0516  
Editorial: (310) 533-2489

[www.lctmag.com](http://www.lctmag.com)