

MECHANICALS & RATE CARD #12

PRINT ADVERTISING SPECIFICATIONS & RATES

PRINT AD TYPE	WIDTH	HEIGHT	RATE
1/6 Page	3.75"	1.5"	\$195.00
1/4 Page	3.75"	2.25"	\$385.00
1/2 Page	3.75"	4.5"	\$595.00
Inside Front Cover	4.375"	9.6667"	\$1,195.00
Full Page Pre "Contents"	3.75"	9.0"	\$1,025.00
Full Page	3.75"	9.0"	\$925.00
Center 2 Page Spread	8.0"	9.0"	\$2,100.00
Center Left Full Page	3.75"	9.0"	\$995.00
Center Right Full Page	3.75"	9.0"	\$1,095.00
Inside Back Cover	4.375"	9.6667"	\$1,120.00
Back Cover	4.375"	9.6667"	\$1,500.00

Bold and Shaded 'Listing' \$65.00

FREE All Print Ads receive a 'Pointer' to your ad as the last line of your Listing.

FREE We'll **BOLD & SHADE** your 'Listing' with each run of your 1/2 page or larger Print Ad.

All Print Ads must meet the following criteria:

- Print ad should be formatted in any of the following: TIFF, JPEG, or EPS with outlined fonts
- All artwork should be CMYK and 300 DPI
- Acceptable formats for submission are CD or e-mail
- Provide a color hard copy of all artwork for reference
- "Safe Area" for Inside Front, Inside Back, and Back Cover is 3.75" x 9.0"

WEBSITE ADVERTISING SPECIFICATIONS & RATES

WEBSITE AD TYPE	WIDTH	HEIGHT	RATE
Gateway - Web Banner	468px	60px	\$385.00
Gateway - Small Rectangle	180px	150px	\$195.00
Single Region - Web Banner	468px	60px	\$485.00
Single Region - Homepage - Small Rectangle	180px	150px	\$149.00
Single Region - Homepage - Large Rectangle	300px	250px	\$285.00
Single Region - Single Category - Small Rectangle	180px	150px	\$95.00

Website 'Listings Plus' \$65.00

The Website 'Listings Plus' includes a vital Web-Link to YOUR website and standard 'Listing' information. Below your standard 'Listing', you'll provide and we'll place a '45 word' description of your services in a shaded area. You'll find examples of other 'Listings Plus' at www.VoiceOverResourceGuide.com

All website ads must meet the following criteria:

- Ad should be formatted in any of the following: JPEG, GIF, animated GIF, or Flash SWF
- All artwork should be RGB and 72 DPI and less than 50KB
- Acceptable formats for submission are CD or e-mail

If print or website ad criteria is not met, there will be additional charges.

Any questions concerning these requirements, please call (818) 508-7578 and ask for our on-staff Graphic Design Department.

All space contracted must be used by final month of 2010 after publisher's receipt of contract INSERTION ORDER. All contents of ads are subject to publisher's approval and may be rejected in whole or in part. Publisher is not liable if for any reason it becomes necessary to omit an ad. Publisher should be advised of any errors in an ad at time of publication. Publisher's liability is limited to first printed insertion in which error occurs. Publisher's liability for any error will not exceed the charge for the ad in question. Publisher is not liable for failure to perform or delay in performance caused by acts beyond the Publisher's control.

Published by: **DAVE & DAVE INCORPORATED**
 4352 Lankershim Blvd, Toluca Lake, CA 91602
 Fax: (818) 508-5830

818.508.7578