

LAYOUT SPECIFICATIONS

SIZE	FORMAT	DIMENSIONS
Full-Page (including back and inside covers)		8.375" x 10.875"
2/3 Page	Vertical	4.875" x 9.875"
	Horizontal	7.375" x 6.5"
1/2 Page	Vertical	3.625" x 9.875"
	Horizontal	7.375" x 4.8125"
	Island	4.875" x 7.4375"
1/3 Page	Vertical	2.333" x 9.875"
	Horizontal	7.375" x 3.125"
	Square	4.875" x 4.8125"
1/4 Page	Vertical	3.625" x 4.8125"
	Horizontal	7.375" x 2.3125"
1/6 Page	Vertical	2.333" x 4.8125"
	Horizontal	3.625" x 3.125"
1/8 Page	Horizontal	3.625" x 2.3125"

On full-page ads please use a .5" margin on all sides (safety). This keeps important information from being printed into the spine. Please add a .125" bleed on full-page ads only. Ads submitted that do not fit size requirements may be "floated" upon authorization of advertiser and at the discretion of the production staff. Any ads that require size changes done by Barista Magazine may incur production charges.

2008 ADVERTISING RATES

	COLOR			BLACK AND WHITE		
	1x	3x	6x	1x	3x	6x
Full Page	\$2090	\$2000	\$1940	\$1595	\$1515	\$1475
2/3 Page	\$1555	\$1480	\$1425	\$1215	\$1160	\$1110
1/2 Page Island	\$1370	\$1305	\$1270	\$1030	\$980	\$950
1/2 Page	\$1245	\$1200	\$1160	\$905	\$870	\$840
1/3 Page	\$1070	\$1020	\$990	\$735	\$700	\$680
1/4 Page	\$925	\$885	\$855	\$610	\$580	\$560
1/6 Page	\$755	\$710	\$670	\$445	\$415	\$350
1/8 Page	\$675	\$635	\$610	\$360	\$335	\$315

COLOR ONLY

	1x	3x	6x
Back Cover	\$2750	\$2675	\$2600
Inside Cover	\$2590	\$2500	\$2440
2-Page Spread	\$2555	\$2425	\$2360

AD SUBMISSION CALENDAR 2008

Issue	Reserve space by	Materials due
December/January	Oct. 31	Nov. 5
February/March	Dec. 14	Dec. 21
April/May	Feb. 15	Feb. 25
June/July	April 18	April 25
August/September	June 13	June 20
October/November	Aug. 15	Aug. 22
December/January 09	Oct. 17	Oct. 24