

Restaurateur[®] of Arizona

RATE CARD



Restaurateur of Arizona is a business-to-business magazine reaching professionals in the restaurant industry since 1991. We integrate compelling local market editorial with informative features and columns to deliver a unique perspective to the restaurant industry. Each edition profiles a prominent restaurant owner, manager or chef. We feature an assortment of new products, services and innovations. No other publication serves the restaurant market like Restaurateur of Arizona.

TARGETED CIRCULATION

Restaurateur of Arizona magazine is distributed throughout Arizona markets and produced exclusively for restaurant leaders and professionals in the industry.

ADVERTISING OPPORTUNITIES

Local Advertising — Reinforce your brand strategy and ensure the success of your advertising campaign through Restaurateur of Arizona magazine. Promote directly to local Restaurateur of Arizona readers to build a strong brand identity and increase product and service sales. Your message reaches important local decision makers and foodservice professionals. Preferred placement options are available for you to maximize exposure to qualified readers.

Multimarket Advertising — Expand your reach and effectively target multiple markets with call-to-action advertising. Drive your advertising campaign across a variety of regions throughout the U.S. and Canada (where available). Ask your local publisher about special volume discounts for multimarket advertising opportunities.

DIGITAL EDITIONS

By advertising in Restaurateur of Arizona, your message will also be featured in the publication's state-of-the-art digital edition. Available at www.restaurateurofarizona.com, this search engine-optimized, interactive virtual magazine allows users worldwide to access the publication — featuring your product or service — 24 hours a day, seven days a week. Your advertisement also links users directly to your website, enhancing your strategic marketing exposure. In fact, a 2008 study by Texterity, Inc. titled "Profile of the Digital Magazine Reader" found that digital editions readers take action regarding a product or service 90% of the time, and over 76% visit advertiser websites.

FEATURE STORIES AND PREMIUM REPRINT OPPORTUNITIES

Reprints of companies featured in Restaurateur of Arizona are ideal for promoting a restaurant, restaurateur or foodservice professionals. Increase exposure with high-quality four-color reprints to use as brochure inserts, promotional flyers, direct mail pieces and trade show handouts. Reprints are also available to Spanish-speaking buyers. Reach this growing segment with Reprints en Español. We translate your reprints, allowing you to build product awareness in both English and Spanish.

PREFERRED PLACEMENT RATES

The publisher reserves the right to select advertising positions in each issue. However, the advertiser may pay a 10% premium to select premium placement positions in the magazine if the ad space is four-color and 1/3-page or larger. Contact your local publisher for more details.

CLOSING DEADLINES

Please contact your local publisher for advertising and materials closing deadlines.

4-COLOR AD RATES

Size	1x	3x	6x	12x
Full Page	\$2,275	\$2,165	\$1,935	\$1,820
2/3 Page	1,710	1,620	1,450	1,365
1/2 Page h & v	1,365	1,300	1,160	1,095
1/3 Page s & v	1,025	975	870	820
1/4 Page h & v	795	755	675	640
2 Page Spread	3,415	3,245	2,905	2,730
Outside Back Cover	3,190	3,030	2,710	2,550
Inside Front Cover	2,845	2,705	2,420	2,275
Inside Back Cover	2,620	2,490	2,225	2,095

BLACK & WHITE AD RATES

Size	1x	3x	6x	12x
Full Page	\$1,480	\$1,405	\$1,260	\$1,185
2/3 Page	1,110	1,055	945	890
1/2 Page h & v	890	845	755	710
1/3 Page s & v	665	635	565	535
1/4 Page h & v	520	490	440	415
2 Page Spread	2,220	2,110	1,885	1,775

4-COLOR INSERT RATES

Size	1x	3x	6x	12x
2 Page Insert	\$1,615	\$1,535	\$1,375	\$1,290
4 Page Insert	1,905	1,810	1,620	1,525
6 Page Insert	2,340	2,225	1,990	1,875

MECHANICAL SPECIFICATIONS

Final Trim: 8.125" wide x 10.75" tall

Binding: Saddle-stitched

Cover: Sheet fed on 100 lb. gloss text

Body: Sheet fed on 70 lb. gloss text

Line screen: 175

ADVERTISING PAGE DIMENSIONS	
Spread (Bleed)	16.5" x 11"
Spread (Non-Bleed)	15.25" x 9.75"
Full (Bleed)	8.375" x 11"
Full (Non-Bleed)	7.25" x 9.875"
2/3 Vertical	4.75" x 9.875"
1/2 Horizontal (Bleed)	8.375" x 5.375"
1/2 Horizontal (Non-Bleed)	7.25" x 4.8125"
1/2 Vertical	4.75" x 7.25"
1/3 Square	4.75" x 4.8125"
1/3 Vertical	2.25" x 9.875"
1/4 Vertical	3.5" x 4.8125"
1/4 Horizontal	4.75" x 3.5"
*1/4 Page ad sizes will be stacked on a page and are not available for page dominance.	

ADVERTISING SPECIFICATIONS

Platform: Macintosh platform preferred

Preferred File Format: Press optimized, Acrobat PDF/X-1a compliant files are the preferred format for final artwork. Other acceptable applications are: Adobe InDesign®, Adobe Illustrator®, Adobe Photoshop®, and QuarkXpress®. We do not accept ads created in Microsoft Publisher®, Microsoft Word®, Microsoft Powerpoint®, Multi-Ad Creator®, or Corel Draw®.

File Transfer: Files may be uploaded to our FTP site; contact your local publisher for more information. Files transferred via FTP must be supplied as a PDF/X-1a file.

Color: All images must be saved in CMYK format. Any RGB, Index, or PMS colors must be converted to CMYK prior to submission of materials. Noncompliant images will automatically be converted to CMYK. Horizon Media does not assume responsibility for any discrepancies that may occur as a result of the conversion.

Graphics: Raster images must be 350ppi and saved in a TIFF format. Do not embed images in your source file without including those images separately (unless providing a PDF/X-1a file). Remove all embedded color profiles prior to saving files.

Fonts: Include all fonts with your source files. Adobe Type 1 fonts preferred – Include both printer and screen fonts. Font substitutions will be made for missing or noncompliant fonts. Horizon Media does not assume responsibility for content errors due to these substitutions.

Charges: Submit final, approved artwork only. Production charges may apply to your supplied ads if they do not comply with our specifications. Charges are billed at an hourly rate with a half-hour minimum.

MULTIPLE MARKETS

Each contracted market requires separate ad files and proofs.

DIGITAL FILE STORAGE

Digital files of supplied artwork will be archived for a 12-month period. Original artwork and storage media (CDs, DVDs, USB drives, etc.) will not be returned.

INSERT REQUIREMENTS

Insert size: 7.875" x 10.75" or smaller. Paper stock not to exceed 100 lb. text. Inserts count as one insertion toward frequency. All single-page inserts are tipped in. Ask your publisher for the correct quantity to supply. If you are interested in having a custom insert produced, please call Horizon Media for a quote.

Shipping Instructions: All inserts must be shipped prepaid and labeled with the magazine edition name, 5-digit publication number (contact publisher for number), month of issue, and total number of boxes.

Horizon Media
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Contact Publisher Ron Kindsfater for more information
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