

Building ^{CFMA} Profits

Rates & Specs

Net Advertising Rates	1x	3x	6x
Center Spread	\$6,760	\$6,080	\$5,750
Double-Page Spread	\$5,960	\$5,360	\$5,070
1/2-Page Spread	\$3,910	\$3,520	\$3,320
Outside Back Cover	\$4,160	\$3,740	\$3,540
Inside Front Cover	\$3,980	\$3,580	\$3,380
Opposite Table of Contents	\$3,850	\$3,470	\$3,270
First Right Ad or Inside Back Cover	\$3,980	\$3,580	\$3,380
Full Page	\$3,410	\$3,070	\$2,900
1/2-Page	\$2,190	\$1,970	\$1,860
1/3-Page	\$1,450	\$1,310	\$1,230

Print Ad Specifications

MECHANICAL REQUIREMENTS

Trim Size: 8.375" x 10.875"

Bleed Size: 8.875" x 11.375"

Live Image Area: 7.625" x 10.125"

All ads containing bleed should have a document size equal to the bleed/trim size. Bleed should be extended 0.25" from the trim on all sides. **Crop marks** (registration centered) should appear on the ad. **Gutter safety:** Keep important illustrations or type within a 7.375" x 9.75" live image area. Live copy must not be less than 0.375" from trim size.



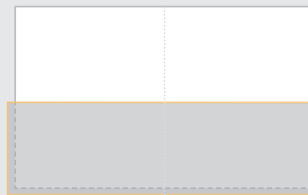
FULL PAGE

Ad Size:
BLEED
8.875" x 11.375"
NON-BLEED
7.625" x 10.125"



DOUBLE-PAGE SPREAD

Ad Size:
BLEED
17.25" x 11.375"
NON-BLEED
16.00" x 10.125"



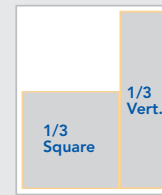
1/2-PAGE SPREAD

Ad Size:
BLEED
17.25" x 5.4375"
NON-BLEED
16.00" x 4.625"



1/2-PAGE

Ad Size:
VERTICAL
3.75" x 9.5"
HORIZONTAL
7.25" x 4.625"



1/3-PAGE

Ad Size:
SQUARE
4.5" x 4.5"
VERTICAL
2.25" x 9.5"

Publisher's Protective Clause

The publisher reserves the right to reject ad copy, images, and/or content deemed inappropriate according to CFMA's advertising policies and standards. All advertising should have a design different from CFMA Building Profits articles, at least in typeface and layout. CFMA's decisions on advertising will be final. Advertisers and agencies assume liability for all content of advertisements and for any claims arising thereof against the publisher.

Artwork Requirements

CFMA Building Profits prints four-color process (CMYK) on a sheetfed offset press. CFMA is not responsible for ads that do not print correctly due to improper or non-standard file creation, or that are not submitted per the following requirements: All files must be submitted as high-resolution, press-ready PDFs with all fonts and images embedded. All text must be within at least 0.25" inside the trim edge.

Extra Charges

A \$75 per hour charge will be assessed to correct materials that do not meet the digital file requirements.

Terms & Conditions

Advertiser indemnifies Naylor, LLC and CFMA against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the ad space confirmation deadline. All premium positions (outside back cover, inside front cover, opposite table of contents) are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.