



AD SIZES

M Food & Culture
PO Box 4222
Macon, GA 31208

advertise@maconfood.com
www.maconfood.com
Phone: 478-335-5817
Fax: 603-806-5543

Shape	Width	x	Height
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Full Page	9	x	11
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Safe Zone for Artwork = 8.06W x 10.101H
Full Bleed = 9.125W x 11.25H

Half A	7.5	x	4.97
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Half B	3.63	x	9.97
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3rd A	2.35	x	9.97
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3rd B	7.5	x	3.17
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4th A	3.63	x	4.97
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4th B	7.5	x	2.38
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6th A	2.35	x	4.97
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8th A	2.38	x	3.63
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8th B	3.63	x	2.38
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displayed in inches

RATES

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Covers

	1 issue	3 issues	6 issues
Back	1805	1680	1375
Inside Front	1590	1450	1210
Inside Back	1470	1350	1125
Page One	1470	1350	1125

All Ads Are Full Color

Ad Size	1 issue	3 issues	6 issues
Full Page	1275	1195	975
2/3 Page	875	805	690
1/2 Page	725	675	595
1/3 Page	520	475	395
1/4 Page	375	350	325
1/6 Page	290	260	225
1/8 Page	195	180	165

M Food & Culture is a high-quality free bi-monthly magazine concentrating on the diverse independent businesses in the Macon area. Our writing is professional, complimentary, thought provoking and motivating. Distributed throughout Middle Georgia, the magazine has developed a loyal and expanding readership.

We truly believe once people are aware of the choices this area has to offer, they will choose the independents.

Policies

M Food & Culture accepts liability for errors or omissions in advertising copy prepared by *M Food & Culture*, limited to the effect the error or omission has on the entire advertisement. If the effectiveness of an ad is substantially reduced by *M Food & Culture's* error, *M Food & Culture* will credit future advertising accordingly. Notice of any errors must be received before the publication of the next issue.

M Food & Culture accepts no responsibility for errors in ads submitted camera-ready, ads submitted past the published deadlines or ads for which proofs have been approved by the advertiser or the advertiser's agent, or when the copy or art is incomplete, incorrect or indecipherable when submitted to *M Food & Culture*. If an advertiser cancels a contract prior to fulfillment, charges for all of the insertions that have been published at the contract price will be re-calculated at the actual rate earned, and the advertiser will be billed for the difference between the two amounts.

Production

M Food & Culture provides copy writing, typesetting and layout services at no additional charge. Extra camera work or type intensive ads may incur production charges. Ads designed by *M Food & Culture* artists are intended only for publication in *M Food & Culture*. There is a \$200 charge for use of a *M Food & Culture*-designed ad in any other publication. Camera-ready ads must be built to *M Food & Culture's* exact dimensions. We suggest that all process color negative films be accompanied by a color proof. Negative films must be right reading emulsion side down. Maximum recommended halftone screen is 85 line.

File Specifications

Electronic files. Colors: CMYK. Mac platform required. Accepted format: .tif .eps .pdf, Quark Xpress 6.0, Illustrator 11.0, Photoshop 5.0. Jpg (300 dpi)

Make Good Policy

*In case of error or omission, *M Food & Culture* shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement.

**M Food & Culture* will not be liable for printing quality or errors caused by the printer.

*For any advertisement to be considered for any amount of an in-kind refund, the account representative must be notified within 5 days. Our liability will not exceed the cost of the ad in which the error occurred. Credit will only be applied to the first incorrect insertion order.

*If the client approves an ad copy before publication: minor spelling errors will not qualify for a Makegood.

*NO REFUNDS will be given on ads. Checks should be made payable to *M Food & Culture*.

*Payments 30 days overdue from the original billing date are considered delinquent. These accounts will be charged a 1.5% finance charge for each month late.

*Advertisers will be billed at the beginning of each month.

**M Food & Culture* accepts checks, cash, MasterCard, Visa and American Express.

Deadline:

M Food & Culture prints bi-monthly. Advertisement artwork is due by the 15th of issue month for inclusion in the following issue.