

R.S.V.P.

MEMPHIS

RATE CARD APRIL 2009

BLACK AND WHITE ADS

	Open Rate	4x	6x	9x	12x
Full Page	2,400	2,000	1,900	1,805	1,625
3/4 Page	2,110	1,885	1,655	1,545	1,375
Jr Page	1,800	1,450	1,350	1,280	1,150
1/2 Page	1,640	1,350	1,275	1,210	1,090
3/8 Page	1,325	1,025	965	915	825
1/4 Page	725	605	575	545	495
3/16 Page	650	500	465	440	395
1/8 Page	450	365	345	328	295

FOUR COLOR PROCESS ADS

	Open Rate	4x	6x	9x	12x
Full Page	2,800	2,550	2,425	2,300	2070
3/4 Page	2,600	2,205	2,095	1,995	1,795
JR Page	2,330	2,040	1,920	1,865	1,695
1/2 Page	2,175	1,825	1,735	1,650	1,495
3/8 Page	1,800	1,566	1,487	1,412	1,270
1/4 Page	1,465	1,275	1,165	1,105	995
3/16 Page	1,150	981	932	885	795
1/8 Page	795	650	616	584	525
Inside Cover	3,050	2,965	2,830	2,588	2,480
Back Cover	3,433	3,220	3,075	2,830	2,640

Twelve time rates apply only to ads inserted in twelve consecutive issues. Ad rates are subject to change.

PRODUCTION CHARGES

Basic ad production includes typesetting and two graphic scans, one type setup. Additional images scanned \$10.00 each.

Spot color can be added at \$150 for each color. **Basic Production Charge:**

1/8 page - 1/4 page, \$50 • 3/8 page - 1/2 page, \$75 • Jr page - 3/4 page - full page, \$125 • per color for digitizing film, \$45

Bleed Charge: 10% of space cost.

Preferred position: 10% premium.

PAYMENT TERMS

- All RSVP ads must be pre-paid, except accounts with pre-approved credit. New advertisers must submit pre payment for first four insertions to establish credit.
 - Net due on receipt.
- \$15.00 late fee will be added to accounts delinquent past 35 days from invoice date, per period.**

POLICIES

Advertisers will indemnify and hold harmless the Publisher for any claims, damages or liability resulting from publication of any advertising copy submitted by the Advertisers, including suit costs and reasonable attorney's fees. Advertisers warrant that any copy submitted is truthful and in compliance with all applicable laws and regulations.

Publisher reserves the right to omit, reject or revise any advertisements. Publisher accepts no liability for their failure, for any reason, to insert an advertisement.

No allowance will be granted for any errors that do not materially affect the value of the ad. Credit for errors on the part of the publisher is limited to partial or complete refund of the cost of the advertisement.

Publisher is not liable for damages beyond ad costs. No credit will be given for any errors following client proof approval.

CONTRACT TERMS

Cancellations are not accepted after space closing deadline.

Publisher reserves the right to charge the advertiser the full cost of the ad contracted for.

Advertisers will be short-rate invoiced, if the advertiser within a 12 month period from the date of the first insertion, fails to use the total space insertions contracted for. Advertiser will be billed the difference between the actual rate earned and the rate contracted for.

Client agrees to pay all collection fees incurred in the collection of any unpaid balances.

Agency commission of 15% to recognized agencies *providing camera-ready materials*. Agency Payment must be received within 60 days of invoice date to receive 15% commission.

Ad rates are subject to change.

Haithcock Communications, Inc.

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30,000 Magazines Delivered Monthly

R.S.V.P MEMPHIS

AD SPECIFICATIONS

Interior Full Page
9.5 (w) x 11.5 (h)
9 1/2 (w) x 11 1/2 (h)

Cover and Full Page w/Bleed
(Dotted line indicates bleed)

10.75 (w) x 12.25 (H)
10 3/4 (w) x 12 1/4 (H)

All the sizes indicated here are in inches.

3/16 H
7(w) x 2.75 (h)
7(w) x 2 3/4 (h)

3/4 H
9.5 (w) x 8.625 (h)
9 1/2 (w) x 8 5/8 (h)

3/4 V
7 (w) x 11.5 (h)
7 (w) x 11 1/2 (h)

Jr. Page
7 (w) x 8.625 (h)
7 (w) x 8 5/8 (h)

SPACE AND ART DEADLINES

Space reservations and materials for ads requiring production work are due at space closing.

Space and Ad Deadlines for 2009
Dates are subject to change.

Calendar Month	Space Closing (ad materials)	Digital Ads (Camera Ready)
Jan 2008	Dec 12	Dec 15
Feb	Jan 14	Jan 16
Mar	Feb 12	Feb 16
Apr	Mar 13	Mar 17
May	Apr 14	Apr 16
Jun	May 14	May 18
Jul	Jun 15	Jun 17
Aug	Jul 14	Jul 16
Sep	Aug 14	Aug 17
Oct	Sep 14	Sep 16
Nov	Oct 14	Oct 16
Dec	Nov 12	Nov 16

Cover Art. Due the 1st of the month, one month preceding month of publication.

3/8 V
4.625(w) x 8.625 (h)
4 5/8(w) x 8 5/8 (h)

1/2 V
4.625(w) x 11.5 (h)
4 5/8(w) x 11 1/2 (h)

1/8 H
4.625 (w) x 2.75 (h)
4 5/8(w) x 2 3/4 (h)

1/4 Island
4.625(w) x 5.625 (h)
4 5/8(w) x 5 5/8 (h)

1/4 V Strip
2.25 (w) x 11.5 (h)
2 1/4 x 11 1/2 (h)

1/4 H Strip
9.5 (w) x 2.75 (h)
9 1/2 (w) x 2 3/4 (h)

MECHANICAL SPECS

Printing: Heat web offset, ctp (computer to plate)

Trim size: 12" x 10 1/2"

Platform: Macintosh

We cannot guarantee legibility of reverse type below 10 pt.

Efforts will be made to comply with reasonable ad placement requests when possible.
10% premium for guaranteed position.

1/8V
2.25(w) x 5.625 (h)
2 1/4(w) x 5 5/8 (h)

3/8 H
7(w) x 5.625 (h)
7(w) x 5 5/8 (h)

1/2 H Page
9.5 (w) x 5.625 (h)
9 1/2 (w) x 5 5/8 (h)

ACCEPTABLE AD FORM

ONLY CMYK DIGITAL FILES ACCEPTED. No Film. Quarkxpress 7.2 (with supporting files and fonts), Illustrator CS2, Photoshop CS2, Freehand 8, eps, tiff, jpeg files or pdf's are acceptable, No RGB.

Hard Copy Proof MUST accompany digital files, fax acceptable otherwise we will not be responsible for printing errors.

Photos must be 300 dpi at 100%.

CMYK or Grayscale only; convert RGB and Pantone files to CMYK. DO NOT SEND RGB.

We do not accept Microsoft Word or Microsoft Publisher files.

Ask your Account Executive for a Digital Spec sheet.

Cover & Full Page Bleed Specifications.

10 3/4" x 12 1/4" includes 1/8" trim per side.