Carnegie Magazine Advertising Rates and Requirements

Production Requirements

**Mechanical Sizes:**
- Full Page Bleed – 8 7/8” x 11 1/4”
- Book Trim Size – 8 1/2” x 7 7/8”
- Page Live Area – 7 1/4” x 10”

**Printing Method:** Offset. Standard four color process inks.
- 133 line screen – maximum 300% Total Coverage Area.

**Proofs:** Advertisers must provide accurate proofs. Black & white laser, color laser, or inkjet proofs are for digital ad content only.

**Digital File Specs:** PDFs are required. Files received in any other format are subject to additional charges to the Advertiser.

**Media:** Email preferred. Zip Disk or CD-ROM accepted.

**Production Charges:** Any changes required in furnished materials will be billed at prevailing printer’s rates. Cost for size alterations, color separations, halftone screening, ad design, and layout will be charged to the Advertiser.

**Carnegie Magazine Readership Profile.**

**Circulation:** 30,000 Guaranteed to all members of Carnegie Museums

**Readership:** 63,900

**High Net Worth Audience:**
- 22% $100,000+ HHI
- 55% $60,000+ HHI

**Education:** 77% College+

Carnegie magazine readers are affluent, influential, highly educated, and culturally involved.

Send all electronic artwork to:

Michael Kainaroim
Carnegie Magazine
4400 Forbes Ave.
Pittsburgh, PA 15213
kainaroim@carnegiemuseums.org
Phone: 412-578-2455
Fax: 412-622-5775

Must fax copy of ad if emailing files.

Send all contracts to:

Terry Mohr
Mohr & More Media Sales
103 Ennerdale Lane
Pittsburgh, PA 15237
Phone/Fax: 412-366-2080
tdmohr@comcast.net

Send all checks to:

Carnegie Magazine
4400 Forbes Ave.
Pittsburgh, PA 15213

2006 Closing Dates:

<table>
<thead>
<tr>
<th>Issue</th>
<th>Distribution Date</th>
<th>Ad Space Close</th>
<th>Artwork Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring</td>
<td>By March 1</td>
<td>January 21</td>
<td>January 28</td>
</tr>
<tr>
<td>Summer</td>
<td>By June 1</td>
<td>April 15</td>
<td>April 22</td>
</tr>
<tr>
<td>Fall</td>
<td>By September 1</td>
<td>July 15</td>
<td>July 22</td>
</tr>
<tr>
<td>Winter</td>
<td>By December 1</td>
<td>October 14</td>
<td>October 21</td>
</tr>
</tbody>
</table>

Net Advertising Rates

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>2x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Black &amp; White</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>$1820</td>
<td>$1700</td>
<td>$1545</td>
</tr>
<tr>
<td>Two-Thirds Page</td>
<td>$1365</td>
<td>$1260</td>
<td>$1160</td>
</tr>
<tr>
<td>One-Third Square</td>
<td>$ 650</td>
<td>$ 560</td>
<td>$ 530</td>
</tr>
<tr>
<td><strong>Four-Color</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>$3035</td>
<td>$2700</td>
<td>$2450</td>
</tr>
<tr>
<td>Two-Thirds Page</td>
<td>$1990</td>
<td>$1685</td>
<td>$1520</td>
</tr>
<tr>
<td>One-Third Square</td>
<td>$1105</td>
<td>$ 900</td>
<td>$ 725</td>
</tr>
</tbody>
</table>

Cover and premium positions: Up to an additional 15%
Non-profit rate: 15% off rates listed above

For more information visit our web site at www.carnegiemuseums.org.
Carnegie Magazine
Advertising Space Agreement

Advertiser

Street Address

City ___________________________ State ________ Zip ______________

Contact Name ____________________________

Telephone __________________ Fax __________________

E-mail ____________________________________________

Agency Name and Address (if applicable):
________________________________________________________________________________
________________________________________________________________________________

Issue(s) of insertion (check all that apply):
☐ Spring ☐ Summer ☐ Fall ☐ Winter

Ad size (check one):
☐ One-Third Page (square, 4 3/4” x 4 7/8”)
☐ Two-Thirds Page (vertical, 4 3/4” x 10”)
☐ Full Page (7 1/4” x 10”)

Ad color (check one):
☐ Four Color ☐ Black & White

Cost per issue _____________
Agency Discount _____________
x Number of issues _____________
Total Amount due _____________

Authorized by (print name) ____________________________

Title ____________________________________________

Signature ____________________________________________ Date _________________

Special Billing Instructions (if applicable) ____________________________________________

Advertiser hereby authorizes CARNEGIE Institute to insert Advertiser’s advertisement(s) in CARNEGIE magazine as indicated above. If the frequency of ads indicated above is not met, Advertiser will be short-rated.

Send all contracts to:
Terry Mohr
Mohr & More Media Sales
103 Ennerdale Lane
Pittsburgh, PA 15237
T 412.366.2080
F 412.366.2080
C 412.302.8424
E tdmohr@comcast.net

Make checks payable to Carnegie Institute and send all checks to:
Kim Tarquinio
CARNEGIE Magazine
4400 Forbes Avenue
Pittsburgh, PA 15213

Payment Terms
• Payment in full is due 30 days from invoice date. A 15 percent commission is allowed to advertising agencies on space, color, and position charges. However, no agency commission will be allowed if payment is not received within 60 days from invoice date. Production and mechanical charges, including insertion fees, are non-commissionable.

• The Publisher reserves the right to request a credit application from an Advertiser and to request pre-payment of advertising space reserved.

• The Publisher may refuse to publish future advertising if an Advertiser’s account becomes delinquent.

• In the event of non-payment, Publisher reserves the right to hold an Advertiser and/or its advertising agency jointly and separately liable for such monies as are due and payable to CARNEGIE Institute.

Advertising Terms & Agreements
• CARNEGIE magazine reserves the right to review and possibly reject any advertising. Publisher also reserves the right to reduce or limit space requested by an Advertiser.

• A contract year is four (4) consecutive issues.

• Deadlines and cancellation dates are per the published Schedule of CARNEGIE magazine deadlines. Cancellations will not be accepted after the scheduled closing date for reservations, and the scheduled insertion will be billed regardless of whether the ad actually is printed in the issue.

• New materials are due at least 15 business days prior to the issue date or the publisher has permission to pick up the ad used in the previous issue.

• Requested positions are not guaranteed unless a special position premium has been paid or the position is agreed to in writing.

• CARNEGIE magazine shall be under no liability for failure, for any reason, to insert an ad.

• All Advertisers must adhere to the Mechanical Specification page contained in the CARNEGIE magazine Media Kit. Rates are based on camera-ready art or acceptable electronic materials. Any revision or special handling required for advertising materials will be billed to the Advertiser, and CARNEGIE magazine shall be under no liability for accuracy of changes requested.

• CARNEGIE magazine does not assume liability for the return of advertising material.

• Publisher is not responsible for errors in editorial or design that are found in artwork received from an Advertiser or its advertising agency or graphic designer. The Advertiser assumes liability for all content, including text and illustrations in advertising published and also assumes responsibility for any claims made against CARNEGIE magazine, including the cost of defending such a claim.

• Advertiser shall have the right to terminate this agreement upon giving CARNEGIE magazine written notice at least 30 days before it wishes to terminate said agreement.