

PREMIUM POSITIONS

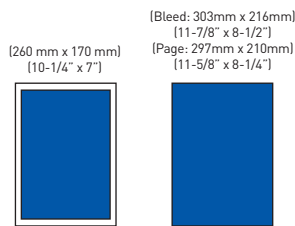
Back cover	US\$3,465
Inside front cover	US\$3,355
News page (left)	US\$2,885
News page (right)	US\$3,000
Inside back cover	US\$2,640



NB: Advertisements must meet specified dimensions
For special colors please add US\$325 per color to the B&W rate

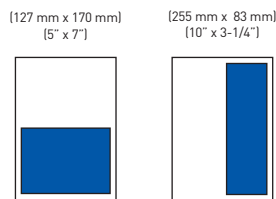
Full page

4 color	US\$2,250
3 color	US\$2,080
2 color	US\$1,755
1 color	US\$1,595
B&W	US\$1,430



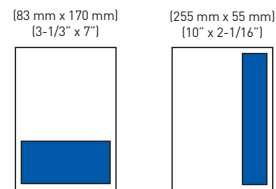
Half page

4 color	US\$1,700
3 color	US\$1,510
2 color	US\$1,185
1 color	US\$995
B&W	US\$860



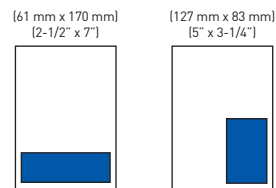
Third page

4 color	US\$1,515
3 color	US\$1,310
2 color	US\$985
1 color	US\$775
B&W	US\$660



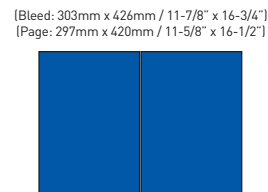
Quarter page

4 color	US\$1,325
3 color	US\$1,165
2 color	US\$840
1 color	US\$655
B&W	US\$515



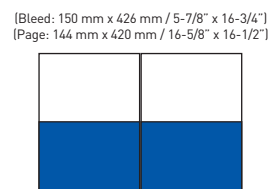
Double page spread

4 color	US\$3,995
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Half page spread

4 color	US\$2,720
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SUPPLYING ARTWORK:

SUPPLYING ARTWORK FOR THE MAGAZINE AND ONLINE:

QuarkXpress 6.1 / Freehand MX / Illustrator CS3 / InDesign CS3 / PDF
All fonts must not be outlined and supplied. All images must be supplied/embedded

SUPPLYING ARTWORK FOR THE MAGAZINE ONLY:

Photoshop CS3: Saved as jpg, tiff or eps (Minimum 300dpi)
Freehand MX / Illustrator CS3 / InDesign CS3 / PDF

With fonts outlined. All images must be supplied/embedded

WE CAN NOT ACCEPT ARTWORK SUPPLIED IN:

Powerpoint / Word / Excel / Coral Draw

SENDING ARTWORK:

CD / DVD

Please send to:
Advertising Department, Americafruit Magazine, Market Intelligence Ltd.,
1 Nine Elms Lane, GB-London SW8 5NQ

FTP (Please contact us for our FTP details)

e-mail: design@fruitnet.com (No files larger than 20MB)

Color proof:

A high-res digital color proof or cromalin is required to accompany all digital files

Design and Production Charge:

10% of list price

Extras:

Bleed Advertisements 15% extra

Series Discounts:

3+ Advertisements	10%
6+ Advertisements	15%
7+ Advertisements	20%
10+ Advertisements	25%
15+ Advertisements	30%
20+ Advertisements	35%

UK Agency Commission 10%

Other Agency Commission 15%

(VAT 17.5% for UK-based companies and agencies only)

Magazine Size - Trim Size: 297mm deep x 210mm wide

Magazine Size - Bleed Size: 303mm deep x 216mm wide

Type Area: 260mm deep x 170mm wide

Publication Date: Week before cover date

Copy Deadline: Two weeks before cover date

Terms of Payment:

30 days from date of invoice.

EU companies must provide VAT identification number to avoid local VAT charges

Cancellation & unacceptable artwork:

Cancellation less than 14 days before publication date or supply of unacceptable artwork results in fee of 25% of space price plus any other costs