

# DOLL NEWS

The Journal of the United Federation of Doll Clubs, Inc.

## ADVERTISING RATE CARD

Ad Size	Rate	Member	4X(member)
Full Pg.	\$1000	\$900	\$850
Half Pg.	\$700	\$600	\$550
Third Pg.	\$600	\$475	\$450
Sixth Pg.	\$300	\$250	\$225
Bus. Card	\$110	\$100	\$100

### Mechanical Requirements

- Electronic ads are encouraged to utilize direct-to-plate processing. Ads must be prepared with professional page layout programs such as Quark XPress or Adobe PageMaker. All screen and printer fonts must be included as well as linked graphics. A final b/w or color-match proof is required. If a color-match proof is not supplied, one will be provided at the advertiser's cost. Shipping charges will also incur to and from the advertiser.
- Black/white ads without halftones or screened areas may be submitted as first generation hard copy. No typewriter or second-generation copier art will be accepted. Ads supplied as hard copy will require digital scanning at an additional cost to the advertiser.
- Camera ready copy, line art, color photographs, transparencies, black/white photos will require digital scanning. Additional costs will be billed to the advertiser.
- Advertisers may provide digital ads or digitally scanned photographs. Digital files should be to the correct size with a minimum of 300 dpi. Files may be provided in an EPS, TIFF, or PDF format. Please include all native files. A final composite color-match is required. If a color-match proof is not supplied, one will be provided at the advertiser's cost. Shipping charges will also incur to and from the advertiser.
- Doll News final trim size: 8 3/8" x 10 7/8"  
-Content/images should extend 1/8" beyond a sized ad (on all sides) within your layout application to achieve bleeds.  
Live full page image area is 7 7/8" x 10 3/8"

### Covers are offered 4X only Rate per insertion (no Member rate)

Inside Front Cover \$1600  
Outside Back Cover \$1900  
Inside Back Cover \$1500

### NO Discounts

Establish Fee for any account 30 days Past Due

### Publication Schedule

Fall Issue Mails.....September 1  
Winter Issue Mails.....December 1  
Spring Issue Mails.....March 15  
Summer Issue Mails.....June 15

Ad Size	Width x Depth
2 page spread	16 3/4" x 10 7/8"
Full page	8 3/8" x 10 7/8"
Half page (horizontal)	7 1/8" x 4 7/8"
Third page (square)	4 9/16" x 4 7/8"
Third page (vertical)	2 3/16" x 10"
Sixth page (vertical)	2 3/16" x 4 7/8"
Sixth page (horizontal)	4 7/8" x 2 3/16"
Tenth page (horizontal)	3 1/2" x 2"

### Advertising Manager

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