

# DOLL NEWS

see us at <http://ufdc.org/doll-news/>

## The Journal of the United Federation of Doll Clubs, Inc. ADVERTISING RATE CARD September 1, 2015 – August 31, 2016

Ad Size	Rate	Member	4X(Member)
Full pg.	\$1000	\$900	\$850
Half pg.	\$700	\$600	\$550
Third pg.	\$600	\$475	\$450
Qtr. pg.	\$450	\$350	\$300
Sixth pg.	\$300	\$250	\$225
Business card size (members & clubs only)	\$100		

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

Inside Front Cover \$1600  
Outside Back Cover \$1900  
Inside Back Cover \$1200

### NO Discounts

For any account 30 days Past Due

### Publication Schedule

<b>Fall Issue</b>	<b>Ad Deadline</b> – September 1 Magazine Mails - October 1
<b>Winter Issue</b>	<b>Ad Deadline</b> – December 1 Magazine Mails - January 2
<b>Spring Issue</b>	<b>Ad Deadline</b> – March 1 Magazine Mails - April 1
<b>Summer Issue</b>	<b>Ad Deadline</b> – May 15 Magazine Mails – June 15

Ad Size	Width x Depth
2 page spread	16 3/4" x 10 7/8"
Full page	8 3/4" x 10 7/8"
Half page (horizontal)	7 5/8" x 4 7/8"
Quarter page	3 5/8" x 4 7/8"
Third page (square)	4 7/8" x 4 7/8"
Third pg.(vertical)	2 3/8" x 10"
Quarter page	3 3/8" x 2 7/8"
Sixth page (vertical)	2 3/8" x 4 7/8"
Business card	2" x 3 1/2"

### Ad Material Requirements

- Advertisers may provide digital ads or digitally scanned photographs. Digital files should be set to the correct size with a minimum of 300 dpi. Files may be provided in an JPG, TIFF, or PDF format.

### • Special Full Page Ad Requirements

Color/Images in the background of a full page ad should extend 1/8 inch (bleed) beyond the trim size, 8-3/8" wide x 10-7/8" high.

All text on a full page ad should be 1/4" (or more) inside all edges of the trim size. (This allows space should the trimming process be slightly askew.)

- Layout proofs in pdf format will be sent to advertisers for final approval. Advertisers requiring more than 2 changes to proofs will be charged for additional changes.

- Doll News final trim size: 8 3/8" x 10 7/8"

Advertising Manager

Email:

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