

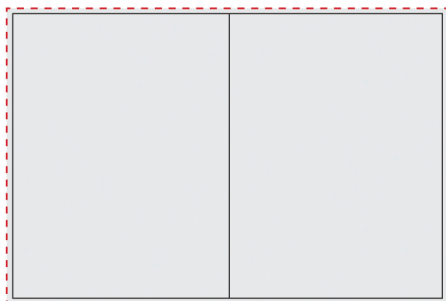
# Lot One

ADVERTISING RATE CARD EFFECTIVE AS OF OCTOBER 1, 2010

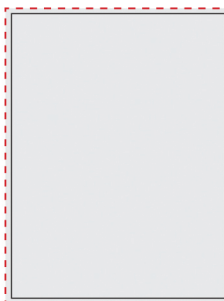
Ad Sizes	B/W	B&1	Full Color
	Black & White	Black & 1 color	4 Color Process
Two Page Spread	\$1050.00	\$1215.00	\$1640.00
Full Page	\$525.00	\$675.00	\$850.00
2/3 Page	\$385.00	\$450.00	\$600.00
1/2 Page	\$295.00	\$345.00	\$470.00
1/3 Page	\$230.00	\$270.00	\$365.00
1/4 Page	\$185.00	\$215.00	\$290.00
Business Card			\$300 (annual)

## Standard Ad Sizes (width x depth)

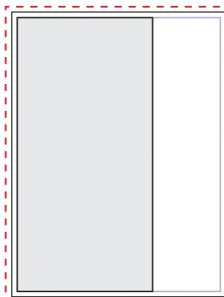
Double page spread (bleed)	.....16.75" x 11.25"
Page (bleed)	.....8.75" x 11.25"
2/3 page vertical	.....4.5" x 10"
1/2 page vertical	.....3.375" x 10"
1/2 page horizontal	.....7" x 5"
1/3 page horizontal	.....7" x 3.375"
1/3 page square	.....4.5" x 5"
1/4 page horizontal	.....7" x 2.5"
1/4 page square	.....3.375" x 5"
Business Card	.....3.5" x 2"



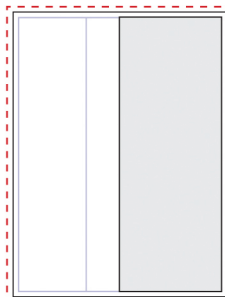
DOUBLE PAGE SPREAD (BLEED)



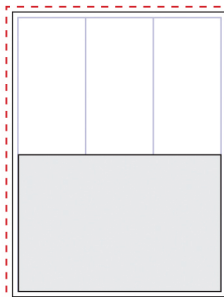
PAGE (BLEED)



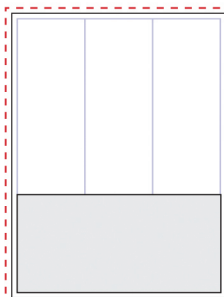
2/3 PAGE VERTICAL



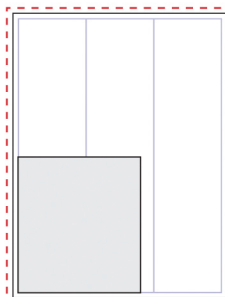
1/2 PAGE VERTICAL



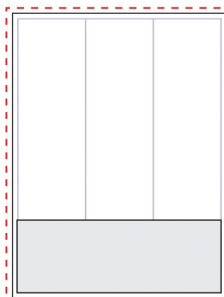
1/2 PAGE HORIZONTAL



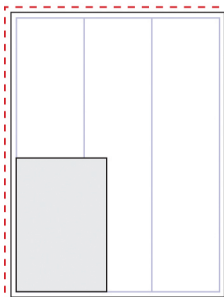
1/3 PAGE HORIZONTAL



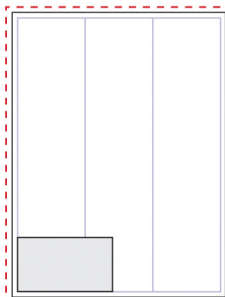
1/3 PAGE SQUARE



1/4 PAGE HORIZONTAL



1/4 PAGE SQUARE



BUSINESS CARD

## Specifications

**Trim Size:** 8.5" x 11"

**Binding:** saddle-stitched

**Column depth:** 10"

**Standard column width:** 2.125"

**Two columns:** 4.5"

**Three columns:** 7"

### Safety Margins:

To avoid trimming into type, and to assure uniform margins on bleed ads, keep dimensions of type area 15" x 10" maximum for double-page spreads, and 7" x 10" maximum for page ads.

**Halftone line screen:** 133

**Dot gain:** 20% on SWOP coated

**Printing:** Heat-set web offset

### Production Specifications:

All supplied art must be in PDF format, with all elements converted to CMYK and a minimum resolution of 270 dpi.

### Proofs:

All proofs must be made from final electronic art. The publisher will not be responsible for unsatisfactory color reproduction.

## Send Materials To:

### LiveAuctions.tv

Brad Fahrmeier

email: [brad@liveauctions.tv](mailto:brad@liveauctions.tv)

Tel: 816-392-9241

### Website: <http://www.liveauctions.tv>

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