



# RATE CARD #2

Effective May 22, 2006

## ADVERTISING POSITION RATES

Ad Size	Frequency		
	1x	2x	4x
Full page	880	840	790
Half page (vert.)	620	590	550
Half page (hor.)	620	590	550
Double page sprd.	1600	1500	1370
Back Cover	1180	1120	1050
Inside Front Cover	1040	990	930
Inside Back Cover	990	940	880

**DESIGN SERVICES:** Available at no extra cost. You may specify the design treatment desired for your ad, or our skilled personnel will perform this service for you. All advertising that is not camera ready becomes the property of Comely Comix and may not be reprinted in any way without prior approval of the publisher.

**INSERTS:** A limited number of inserts, gatefolds, booklets, postal return cards, etc. are available and subject to acceptance by the publisher. Call for more details.

**POLICY:** The publisher may refuse ads at its discretion. COMELY COMIX assumes no responsibility for misprints or claims and actions by advertisers. All rates contained in this rate card are subject to change without notice.

**PLACEMENT:** The publisher will have final authority on placement of ads. Requests should be made in writing. Placement not guaranteed. Position charge additional 10%.

**REPUBLISHING RIGHTS:** As a condition of advertising in Captain Canuck Legacy, Comely Comix retains the right to republish all material submitted for advertisements in whatever manner it chooses.

### FINANCIAL INFORMATION:

- The publisher retains the right to obtain financial information through a credit bureau or other sources. This applies to existing accounts and new accounts.
- 15% discount to recognized agencies. No cash discounts.
- Cancellations are required in writing 30 days before closing dates. Cover Ads are non-cancelable.
- Terms are Net 30 days (O.A.C) from invoice, issued on edition's first on sale date.

## SPECIFICATIONS

### Dimensions for Two-Page Bleed Spread:

- Trim: 13.25" x 10.1875"
- Bleed: 13.5" x 10.4375"
- Live Area: 12" x 9.375"
- Maximum Density: 240%; line screen 133
- Gutter: 0.625"

### Dimensions for One-Page Bleed Ad:

- Trim: 6.625" x 10.1875"
- Bleed: 6.875" x 10.4375"
- Live Area: 6" x 9.375"
- Maximum Density: 240% line screen 133

### Accepted Formats (ALL AD SIZES):

- Quark 3.3-4.1
  - PhotoShop or Illustrator 9.0
  - TIFF or EPS.
  - Adobe Type 1 fonts.
- Please include any necessary custom fonts with files.

### GENERAL SPECS:

Colours are to be converted to CMYK. All images are to be linked to page file with all images checked to print. For Illustrator images, when using fonts in artwork the "create outlines" command must be used prior to saving files to eliminate file linkage. Minimum type size: 6-point.

### SPECIFICATIONS FOR SUPPLYING COLOUR-SEPARATED FILM

- 120,133 or 150 line screen
- Right Reading
- Emulsion Down
- Negative Film
- Maximum 260% Density
- Black Type Should Overprint (No Background Colour "Dropouts")
- Bleed: 3/16"

### ERRORS:

The publisher's liability for any error shall not exceed the cost of the space occupied by that error. No credit will be issued for errors in ads or changes in ad copy after published deadline.



# COMELY COMIX

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