

Salvo 2010 Ad Rate Card

Ad Sizes

- ∴ Full Page w/ bleed _____ 8.5w x 11.125h
- ∴ Full Page w/o bleed _____ 6.75w x 9.25h
- ∴ Half Page Vertical _____ 3.25w x 9.25h
- ∴ Half Page Horizontal _____ 6.75w x 4.375h
- ∴ Third Page Vertical _____ 3.25w x 6.25h
- ∴ Third Page Horizontal _____ 6.75w x 3.25h
- ∴ Quarter Page Vertical _____ 3.25w x 4.375h
- ∴ Quarter Page Horizontal _____ 6.75w x 2.25h

Advertising Deadlines

Issue	Close	Art Due	Issue Ships
12	Jan 22, 10	Feb 5, 10	March 9, 10
13	April 23, 10	May 6, 10	June 8, 10
14	July 23, 10	August 6, 10	Sept 8, 10
15	Oct 22, 10	Nov 4, 10	December 7, 10

Ad Rates

	1x	2x	4x
Full	\$750	\$700	\$600
1/2 Page	\$500	\$450	\$400
1/3 Page	\$350	\$320	\$290
1/4 Page	\$225	\$205	\$185
Cover 2-3	\$1,000	\$900	\$800
Cover 4	\$1,200	\$1,100	\$1,000

Design Specs

- ∴ Preferred delivery: digital files submitted via e-mail, ftp, or disk.
- ∴ Preferred file formats: Salvo is designed on Apple computers using Adobe InDesign CS. Accepted formats include: CMYK PDF files w/ image resolution at 300 dpi, Mac InDesign file w/all fonts and graphics; EPS file created in Adobe Illustrator or Quark, w/fonts either embedded or converted to outlines; high resolution (300dpi) TIF or JPG file.
- ∴ Image resolution: 300 pixels per inch.
- ∴ Color: File must be four-color (CMYK).

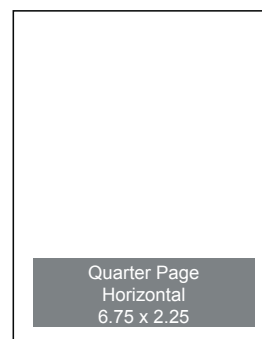
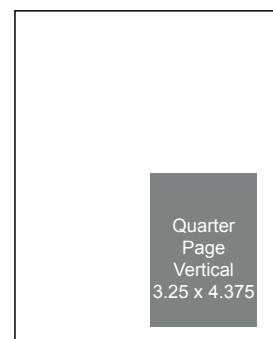
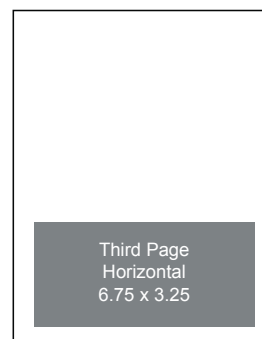
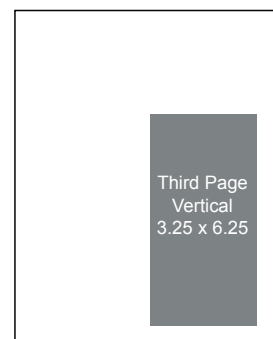
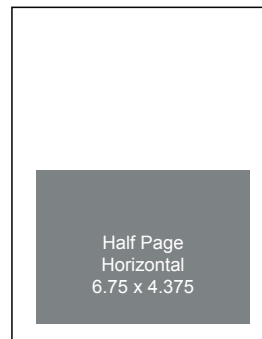
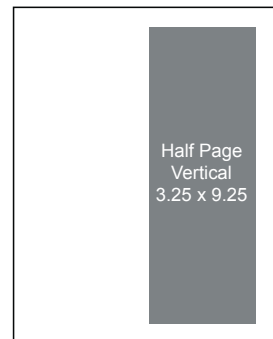
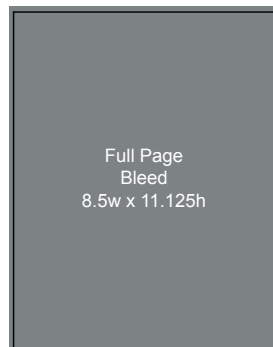
Advertising Representative

Barbara Campbell

Publishing Management Associates, Inc.
 Phone: (815) 398-8569 Fax: (815) 398-8579
 barb@pma-inc.net

Published by:

The Fellowship of St. James
 P.O. Box 410788
 Chicago, IL 60641
 fsj@fsj.org



“Here is a publication that is timely, persuasive and intelligent. Surely it immediately ranks in the forefront of new and exciting publications.”

Herbert I. London President, Hudson Institute