

FANTASY FOOTBALL INDEX

Mailing Address

PO Box 15277 · Seattle WA 98115-0277

Shipping Address

8917 NE 198th St · Bothell WA 98011

FAX 206-527-4840

E-mail advertising@fantasyindex.com

Web www.fantasyindex.com/AdInfo_FFI.html

Phone

206-527-4444

800-526-6180

Contract and Copy Regulations

1. Your signature on the insertion order authorizes *Fantasy Football Index* to charge your credit card within 72 hours of the announcement of a labor agreement between the NFL owners and the NFL Players Association – provided that agreement is reached prior to April 30. If you wish to pay by check, your payment is due the third business day after a labor agreement is announced.

2. If the players and owners announce a labor agreement after April 30, we may publish a "mini-issue" of *Fantasy Football Index* with the same page count and format, but with a later press date, a shorter on-sale period, a smaller press run, and reduced advertising rates. Advertising rates will be reduced in direct proportion to the reduced number of copies printed. You will be notified of the new rates, and at that time you must submit a revised insertion order within five business days (complete with payment information), or your prior space reservation will be cancelled.

3. Advertisements for Fantasy Football Index (the Publisher) are accepted upon the representation that advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency assume all liability for its content and agree to indemnify and hold Fantasy Index harmless against any claim, action, liability, losses and expenses including attorneys' fees resulting from or arising out of the publication of any advertisement submitted by advertiser or its agency.

4. All subject matter and content, including form and style, are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time. Acceptance of ad copy by Publisher once shall not affect rights of Publisher later.

5. Advertisements not received by our advertising production department by May 6, 2011 will not be entitled to the privilege of O.K. or revision by the advertiser or its agency.

6. No cancellations will be accepted after May 6, 2011. Premium positions may not be cancelled at any time.

7. Positioning of advertisements is at the discretion of the Publisher except where a request for a specific preferred position is acknowledged and accepted by the Publisher in writing.

8. No conditions other than those set forth in this rate card insertion order shall be binding on the Publisher. Publisher shall not be bound by conditions printed or appearing on insertion orders or copy instructions which conflict with provisions of this rate card.

9. Publisher shall have no liability for errors or omissions. Publisher is not liable for output errors – including but not limited to font substitution and typographical errors – in artwork supplied by the advertiser. This contract shall not be invalidated by reason of any omission or error. In no event shall Publisher be liable to advertiser or its agency for incidental, special or consequential damages of any kind (including damages for lost profits).

10. Publisher shall not be liable for any costs or damages of any nature whatsoever, if for any reason it fails to publish an advertisement.

11. Mechanical production charges incurred on behalf of advertiser or its agency in the preparation of advertising material will be rebilled at net cost.

12. Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to Publisher for advertising which was published.

2011 Rates & Information

Full Page

7 1/4" x 10"

Full Page Bleed

8 3/8" x 10 7/8" trim

note:

live area 7 1/4" x 10"
bleed 1/8" off edges

Half Page Horiz.

7 1/4" x 4 3/4"

Half Page Vert.

3 1/2" x 10"

Quarter Page Square

3 1/2" x 4 3/4"

Black and White

Full Page \$1,850

Half Page 1,125

Quarter Page 700

Material from low-quality reproduction processes (such as photocopiers, dot matrix printers, and faxes) may be considered unsuitable for publishing and rejected.

Two Color Black plus red

Full Page \$2,250

Half Page 1,375

Quarter Page 925

Colors other than PMS 185 may be available – please check with the Advertising Director.

Four color

Full Page \$2,625

Half Page 1,800

Quarter Page 1,400

Required: Full color proof. Full page live area is 7 1/4" x 10"; bleed pages should bleed an additional 1/8" on all sides of the trim area.

Premium Positions

Back Cover \$6,050

Inside Front Cover 4,800

Inside Back Cover 3,275

Page Three 3,475

Spread Before Contents 6,275

Page Opposite Contents 3,225

All premium positions are four-color, and requirements for four-color apply. For covers, files should bleed 1/8" on all sides of the trim area.

Additional Services

Specific Position Requirement Add 10%

Bleed No additional charge for full-page advertisements. Not available for smaller ad sizes.

Ad Composition We will create your camera-ready one- or two-color ad for a flat fee of \$50. If more than two proofs are required, subsequent work will be billed at \$50 per hour.

Art submitted at the wrong size If art is submitted at the wrong size, Publisher will resize the art. The advertiser will be billed and agrees to pay Publisher the prevailing rate for this service.

If additional copies of the advertisement are required for other publications, *Fantasy Football Index* requires additional prepayment of 10% of the published rate of the ad space purchased. If the *Fantasy Football Index* ad design is copied or re-set by another publication, the advertiser will be billed, and agrees to pay.

Alterations to furnished copy If copy must be altered (either at advertiser's request or to meet specified mechanical requirements) the advertiser will be billed \$50 per hour for changes.

General Conditions

A signed insertion order must accompany each advertisement. Prepayment is required for all advertising insertions. VISA/MC/American Express/Discover accepted. The publisher reserves the right to refuse any advertising reservation or material.

Trim dimensions (final page size) and live area dimensions are different measurements — please make sure you understand the specifications before designing or submitting artwork.

Graphics Definitions

Bleed, Trim Size and Live Area

A full-page advertisement in *Fantasy Football Index* appears on a page measuring 8.375 inches by 10.875 inches. That page is first printed on a much larger sheet of paper, then cut down or **trimmed** to the proper dimensions. If you have a photo or art that goes all the way to the edges of the page, it will need to **bleed** or spill over the edges by an eighth of an inch (.125") in each direction in order to make sure the image covers the whole page (a printed sheet may not be exactly centered when it is trimmed to size, hence the need for some extra image). The **live area** is the part of the page that is guaranteed to be seen — it's the "safe" area to put your text or graphics so they won't disappear into the binding, or accidentally get trimmed out.

DPI, LPI and PPI

DPI — or dots per inch, measures the resolution of a printer. In other words the dots of toner or ink set down by a laser printer, imagesetter or other printer to print text and graphics. Roughly, the more dots per inch, or higher dpi, the better — it allows for more detail and sharper images. Dots per inch is not a measure of image resolution, but is often used that way as interchangeable with:

PPI — or pixels per inch, which measures the resolution of an image. A graphic on a web page has a resolution of (usually) 72 ppi. If that same image is printed, though, edges that appear in the image can be jagged or blurry. To avoid that, most printed graphics should be 300 ppi. And simply having your software (such as Adobe Photoshop) increase the resolution to 300 ppi won't work — it has to add in pixels that weren't there in the original, and the results are still blurry and unuseable. Start with a high-resolution original, whether from a scan, digital camera, or original illustration.

LPI — lines per inch, measures the resolution of images in commercial printing. Photos and other graphics are reproduced using halftone dots — tiny dots that vary in size and give the effect of different tones or colors. The more lines of these dots per inch, the sharper and more detailed the graphic. Magazines generally print at 133 or 150 lpi; newspapers at 85 or 100 lpi. This is also known as the line frequency, screen frequency or halftone resolution.

EPS and Bitmap Graphics

EPS stands for Encapsulated Postscript. EPS graphics rely (roughly) on a description of points in an image, and the lines and tones that extend from them. EPS graphics produced by programs such as Adobe Illustrator or Macromedia FreeHand can run either large or small and look fine.

Bitmap graphics include file formats such as TIFF, GIF, JPEG, PNG, BMP, PICT and others. These graphics are made up of pixels, similar to the way a mosaic is made up of several small tiles. Bitmap graphics can be sized smaller and look fine, but they can't be sized larger.

FANTASY FOOTBALL INDEX

General Requirements

Digital files are the preferred format for advertisements. Files 20MB in size or smaller may be emailed; files larger than 20MB should be sent on disk. Accepted disk formats are CD or DVD.

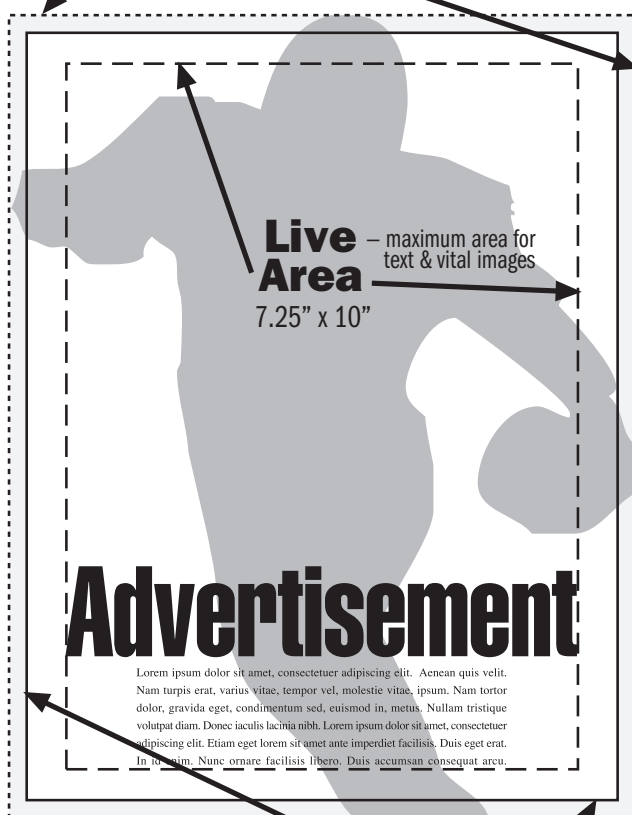
The following software programs are acceptable:

- InDesign (version CS5 or earlier)
- Quark XPress (version 7.2 or earlier)
- Illustrator (version CS5 or earlier)
- FreeHand (version MX or earlier)
- Photoshop (version CS5 or earlier)
- Acrobat/PDF files (version CS5 or earlier)

All fonts should be included with the digital file — both screen and printer fonts for Postscript fonts, or the proper Open Type font. Only Type 1 Postscript fonts or Open Type fonts are accepted — DO NOT use True Type fonts.

Include all the fonts in the family (roman, bold, italic, bold italic, black, etc.). Also include all photos or linked art used in the file. File formats should be either EPS, PSD, PDF or TIFF.

Bleed — necessary size if ink prints to edge of page
8.625" x 11.125"



Live Area — maximum area for text & vital images
7.25" x 10"

actual size of the page in the magazine — **Trim Size**
8.375" x 10.875"

Ad File-Building Tips

- Use specific fonts instead of applying style attributes (for example, use Helvetica Bold instead of applying a <<bold>> style to Helvetica).
- Include all fonts, images, logos and artwork.
- Screen-resolution or web graphics are not high enough resolution for print production. Bitmap art (photos, etc.) should be at least 300 ppi.
- Do not nest EPS files in other EPS files.
- All color images must be in CMYK mode.
- Total ink percentages from all four colors (cyan, magenta, yellow, black) should not exceed 270 percent.
- Include the InDesign "Package..." report, Quark "Collect for Output" report, or similar summary.
- Include a proof that matches each digital file, either a hard copy, PDF or JPEG.