

# Below the Line

## FOUR COLOR DISPLAY RATES

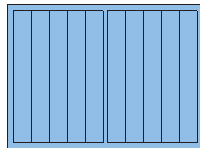
All print ads run in conjunction with corresponding banner ads. Banner ads starting from \$100 per week. See back page for further explanation.

	1X	Plus online ad
Tabloid Full Page (70")	\$2,000	4 weeks
Junior Page (40")	1,600	4 weeks
1/2 Page (35")	1,100	4 weeks
1/3 Page (24")	900	4 weeks
1/4 Page (18")	700	4 weeks
1/7 Page (10")	500	2 weeks
Business Card (4")	145	1 weeks

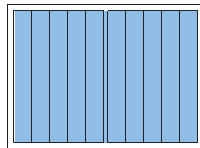
  

Special Front Cover Positions		
Marquee	\$2,000	4 weeks
2" Strip	1,500	4 weeks
1" Strip	1,100	4 weeks

### SPREAD SPECIFICATIONS

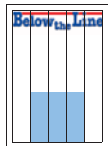


2 PAGE SPREAD FULL BLEED  
21-3/4" x 14-5/8"

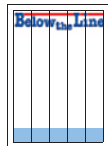


2 PAGE SPREAD GUTTER BLEED  
20-3/4" x 14"

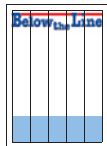
### SPECIAL FRONT COVER POSITIONS



MARQUEE  
5-7/8" x 5"

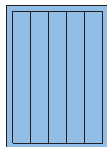


1" STRIP  
10" x 1"

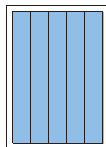


2" STRIP  
10" x 2"

### TABLOID / FULL PAGE (70") SPECIFICATIONS

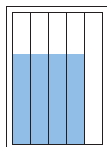


FULL PAGE (70")  
FULL BLEED  
10-7/8" x 14-5/8"

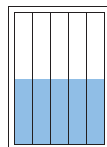


FULL PAGE (70")  
NON-BLEED  
10" x 14"

### 1/2 PAGE (35") SPECIFICATIONS

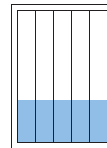


HALF PAGE (35")  
VERTICAL  
7-7/8" x 8-3/4"

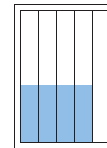


HALF PAGE (35")  
HORIZONTAL  
10" x 7"

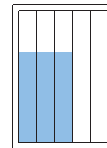
### 1/3 PAGE (24") SPECIFICATIONS



1/3 PAGE (24")  
10 x 4-3/4

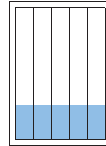


1/3 PAGE (24")  
7-7/8" x 6"

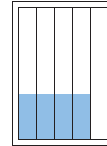


1/3 PAGE (24")  
5-7/8" x 8"

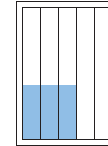
### 1/4 PAGE (18") SPECIFICATIONS



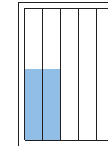
1/4 PAGE (18")  
10" x 3-1/2"



1/4 PAGE (18")  
7-7/8" x 4-1/2"

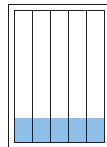


1/4 PAGE (18")  
5-7/8" x 5-3/4"

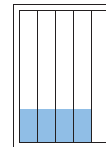


1/4 PAGE (18")  
3-7/8" x 8-3/4"

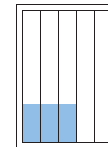
### 1/7 PAGE (10") SPECIFICATIONS



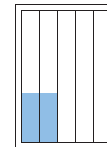
1/7 PAGE (10")  
10" x 2"



1/7 PAGE (10")  
7-7/8" x 2-1/2"

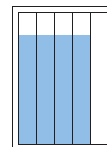


1/7 PAGE (10")  
5-7/8" x 3-3/8"

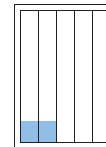


1/7 PAGE (10")  
3-7/8" x 5"

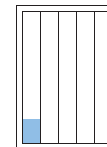
### OTHER SIZE SPECIFICATIONS



JUNIOR PAGE (40")  
7-7/8" x 10"



BUSINESS CARD (4")  
3-7/8" x 2"



MARKET PLACE (2")  
1-7/8" x 2"

## RATE CARD & SUGGESTED AD SIZES

## 2009 Rate Card No. 12 US

Effective May 1, 2009

### COLOR

4-color	\$950-INCLUDED
Metallic	call
Fluorescent	400
Matched	500

**Bleed:** Available on full page and spreads only - no charge.

**Ratebase:** 15,000 per issue.

### SPECIAL UNITS

**Back page** - 10% premium, full page only.

be responsible for full payment of advertising space canceled beyond these dates

**Non-Profit** - 20% off open rate.

#### AGENCY COMMISSION

#### Other Specialty Units

Hard covers, inserts, polybag, spreads and gatefold are available. Please contact your sales associate for availability and pricing.

A commission of 15% is allowed to recognized advertising agencies. Commission is based on advertisers earned rate for space, position, bleed and color. Agency commission is not allowed on mechanical, production, handling, insert and other miscellaneous charges. No agency commission is paid on balances more than 30 days in arrears. No agency commission is paid on Non-Profit advertising.

#### ALL MEASUREMENTS WIDTH X HEIGHT.

**PUBLICATION TRIM 10-5/8" x 14-3/8"**  
**2-PAGE (SPREAD) TRIM 21-1/4" x 14-3/8"**

#### CANCELLATION POLICY:

Cancellation for ads will not be accepted past the space deadline, PST. Clients will

ALL MEASUREMENTS WIDTH X HEIGHT. - PUBLICATION TRIM 10-5/8" x 14-3/8" - 2-PAGE TRIM 21-1/4" x 14-3/8"

Bill Daniel • bill.daniel@btnews.com • Account Executive • 760-449-8812  
6500 Hatillo Avenue, Woodland Hills, California 91367  
tel (818) 888-5946 • fax (818) 884-1812 • www.btnews.com

## MECHANICAL SPECS

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### PREFERRED FORMAT:

#### Digital File Specifications:

Submit materials on CD, to our email address or our FTP address. Provide PDFx1-a files. PDF files should not contain RGB images. All PDF files should be spot, four-color process or black and white.

No crop marks - **Image size should be the same as the ad size.**

Scan photos at 300dpi for best results.

#### Production Charge:

Files sent in acceptable PDF format will not incur production charges.

A charge of \$150 per hour will apply if alterations are requested or are necessary to any supplied file.

No negatives. All ads - all digital - all day.

#### IMPORTANT:

**Below the Line** is **NOT** liable for the final output if you do not send an uncorrected proof at 100% with your file. You can send a lo-res pdf as your proof also. If files are not supplied as defined, i.e. missing fonts, scans, etc. advertisers will incur production charges.

Mechanical costs of \$150 per hour will be charged to advertiser for requested special preparation or when components must be assembled or digital files adjusted to complete advertisement.

#### Screens:

The optimum reproduction of screens over black is 10% to 30% of black.

### Please deliver artwork to:

#### FTP Site

Address: ftp.btlnews.com.

User name: clientftp

Password: ftp1

You must email or call the production office to let us know your files are on the ftp site.

#### Snail Mail

Below the Line

Attn: Production Manager

6500 Hatillo Avenue

Woodland Hills, CA 91367

Phone (818) 888-5946

Artwork under 4 MB may be emailed to:

art@btlnews.com

## PREFERRED DELIVERY FORMAT

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# PDFx1-a

PDFx1-a settings are now built into in Adobe Acrobat 6.0.

If there is anything we can do to help, please call 818-888-5946.

## OUR ONLINE STRATEGY

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Below the Line has created several online sites that are used by thousands and thousands of below-the-liners a day. All the sites are tracked by Google Analytics to show relevant metrics.

Below the Line only takes banner ads that are 728 x 90 px. Only one banner ad is on the screen at a time, so your ad is never competing with another company.

Our online users are categorized by the departments that they work in. So, grips only see grip ads and never see ads designed for costume designers. This gives you a highly targeted and specific audience for your ad.

Each of the primary departments (see list below) is \$100 per week. You can buy up to 3 departments (that would be \$300 per week) at a time.

If you want your ad to be seen by all our users, and don't need specific departments, we have a ROS (run of site) rate of \$1000 per week. That would give you about 12,000 eyeballs a day on Below the Line's Production Listing site (www.FindFilmWork.com).

Please contact your sales executive if you need any additional information or Google Analytics metering data.

We can help you create your online banner ad in-house.

## DEPARTMENTS

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Accounting  
Animation  
Art  
Camera  
Catering  
Editing  
Electric  
Grip

Locations  
Makeup / Hair  
Music  
Post  
Production  
Property  
Set Decoration  
Sound

Special Effects  
Stunts  
Talent (actors)  
Transportation  
Visual Effects  
Wardrobe  
Writers