

Journal of Trading Partner Practices

2007 Advertising Rates and Specifications

Publishing Schedule

Winter	Spring	Summer	Fall
January	April	July	October
February	May	August	November
March	June	September	December

2007 Advertising Rates*

	1x	2x	3x	4x
Full Page	\$3025	\$2905	\$2785	\$2655
1/2 Page	\$1815	\$1740	\$1665	\$1575
1/4 Page	\$990	\$960	\$925	\$880

*No extra charge for color; 25% premium for covers

Note: Special rates are available for sponsors. Contact Kevin Gallen at 201-714-4525 or kgallen@smythgroups.com for more information.

Mechanical Requirements

Full Page	8 1/2" x 11" Include 1/4" bleed on all sides
1/2 Page (horizontal)	8" x 4 1/2" No bleed
1/4 Page (vertical)	4" x 4 1/2" No bleed

Ads must be provided as high resolution (300 dpi) camera-ready artwork. Acceptable formats include:

- TIFF (300 dpi)
- JPEG (300 dpi)
- Collected/packaged files from InDesign (including all fonts and images)
- PDF (settings must compress artwork to a minimum of 300 dpi, i.e. PDF x1a)
- Native vector (Illustrator) file (.ai, .eps)

Ad Submission

All materials and questions should be directed to:

Kim Handzo
Marketing and Creative Manager
201-714-4516
khandzo@smythsolutions.com

