

Advertising Rates 2014

Full Color (4/4)	1 insertion	6 insertions	12 insertions
Back Cover	\$4895	\$4275	\$3575
Inside Covers	\$3890	\$3475	\$2795
Prime Placement	\$3890	\$3475	\$2795
FP Double Truck	\$6950	\$5950	\$4995
1/2 Page Double Truck	\$4150	\$3625	\$2995
Full Page	\$3295	\$2950	\$2475
1/2 Page	\$2350	\$2095	\$1750
1/3 Page	\$1975	\$1790	\$1490
1/4 Page	\$1390	\$1225	\$1025
1/8 Page	\$695	\$575	\$490

Other Series Discounts

3 insertions	5%
9 insertions	15%

Sizes/Specification

Full	8.5" w x 11" h (with 1/8" bleed)	215.9 x 279.4mm
1/2 Page Horizontal	7.75" w x 5.1" h	196.8 x 129.5mm
1/2 Page Vertical	3.75" w x 10.25" h	95.3 x 260.4mm
1/3 Page Horizontal	7.75" w x 3.5" h	196.8 x 88.9mm
1/3 Page Square	5.1" w x 5.1" h	129.5 x 129.5mm
1/4 Page Vertical	3.75" w x 5.1" h	95.3 x 129.5mm
1/4 Page Horizontal	7.75" w x 2.5" h	196.8 x 63.5mm
1/8 page	3.75 x 2.5 (horz or vert)	96.3 x 63.5mm
Screen ruling	150 lpi	
Electronic Submission	Email to artdept@languagemagazine.com	
Package Submission	Send by transfer media to 131 S. Topanga Cyn Blvd., Topanga CA 90290	
Platforms:	PDF x1-a format preferred / EPS files / PSD files @ 300dpi, JPEG files OK value 8+	
	All native files must be rendered CMYK. Must include fonts/images when applicable.	

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	Home page	Key page	Specified page (not Key)	Unspecified page
Banner	\$5000	\$2500	\$2300	\$1350
Bulletin	\$4650	\$1900	\$1500	\$1250
Box	\$2995	\$1650	\$1195	\$995
Button	N/A	N/A	N/A	\$800
Banner specs	Width 460 pixels, height 75 pixels, resolution 72 dpi			
Bulletin specs	Width 200 pixels, height 220 pixels, resolution 72 dpi			
Box specs	Width 200 pixels, height 106 pixels, resolution 72 dpi			
Button specs	Width 118 pixels, height 45 pixels, resolution 72 dpi			

All rates are for three consecutive months. Key page is one of the top five visited pages.

Commission 15% to recognized advertising agencies, subject to credit approval.

Terms: Net 30 days, after which a late fee may be incurred. Payment must be made by transfer, credit card or by check in U.S. funds drawn on a U.S. bank or a bank with a U.S. branch. **Conditions: A.** The advertiser and its agency, if applicable, each represents that it is fully authorized and/or licensed to publish the entire contents and subject matter contained in its advertisement including i) the names, portraits, and/or pictures of living persons: ii) any copyrighted material: iii) any testimonials contained in any advertisement submitted to and published by ALR. In consideration of the publisher's acceptance of such advertisements, the agency and the advertiser will indemnify and save harmless the publisher and its sales agency against all loss, liability damage and expense of any nature arising out of the copying, printing or publishing of its advertisements. **B.** All contents of advertisements are subject to publisher's approval. **C.** The publisher reserves the right to change rates upon notice at any time. **D.** The publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement. **E.** The publisher shall not be liable for errors or omissions in editorial or directories. **F.** Cancellations or changes in orders may not be made by the advertiser or the agency after the space closing date.

For advertising assistance, contact us at

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