

**RATE REQUIREMENTS:** Rates are based on the total space contracted for, **IN WRITING AND IN ADVANCE**, and used in a new year from the date of first insertion. Multiple units of space in one issue may be used to earn frequency discounts. Unfilled contracts will be short-rated to the next higher frequency rate.

## Advertising Rates

### FULL-PAGE RATES\*

Cover (inside front or inside back cover)

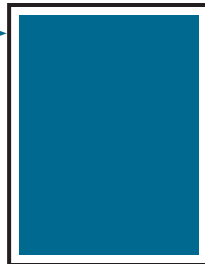
1x .....	\$1,535
2x .....	\$1,425
4x .....	\$1,305
6x .....	\$1,195

Full Page (interior)

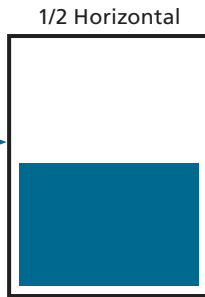
1x .....	\$1,425
2x .....	\$1,305
4x .....	\$1,195
6x .....	\$1,075

### HALF-PAGE RATES\*

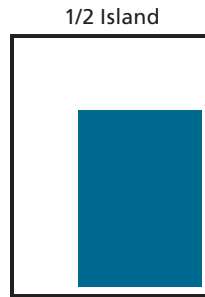
1x .....	\$1,075
2x .....	\$995
4x .....	\$900
6x .....	\$820



8 1/8" x 11" Bleed  
Live Area 7" x 10"



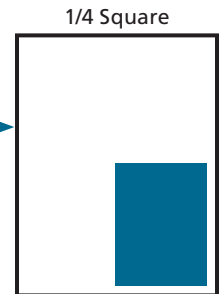
7" x 4 7/8"



4 9/16" x 7 1/2"

### QUARTER-PAGE RATES

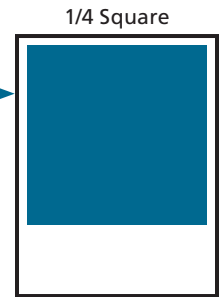
1x .....	\$700
2x .....	\$620
4x .....	\$580
6x .....	\$550



3 3/8" x 4 7/8"

### OUTSIDE BACK COVER

1x .....	\$1,800
2x .....	\$1,680
4x .....	\$1,570
6x .....	\$1,455



7 7/8" x 7 1/8"

\* B/W ads subtract \$200 from rates shown above

### COLOR/REQUIRED MATERIALS:

LIMOSCENE is a four-color publication.

### Format (Digital preferred):

- Data formats (PDF, EPS, JPG, QXP, TIF)
- All support files must accompany any open file submissions. (fonts, art, etc)
- Proofs required: Color laser, Fuji, Iris, Rainbow, Kodak Approval; B/W Laser Proof

- Resolution: Pictures 300dpi, Line art 1200dpi
- Color: Black & white or 4-Color (CMYK)
- Preferred form of submission by disk: CD-ROM or DVD. Please contact your sales rep to submit via email.

### Preferred Applications:

- QuarkXPress, Adobe Illustrator, Photoshop

Digital File Preparation Guidelines will be distributed to all advertisers upon receipt of advertising order.

## National Limousine Association

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