

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)

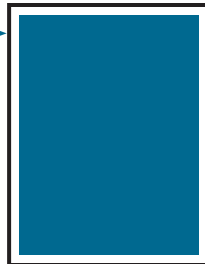
1x	\$1,465
2x	\$1,355
4x	\$1,245
6x	\$1,135

Full Page (interior)

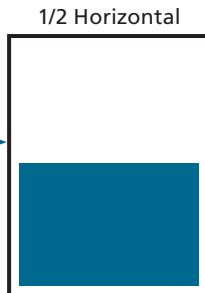
1x	\$1,355
2x	\$1,245
4x	\$1,135
6x	\$1,025

HALF-PAGE RATES*

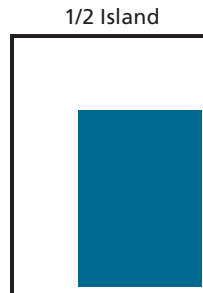
1x	\$1,025
2x	\$945
4x	\$860
6x	\$780



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



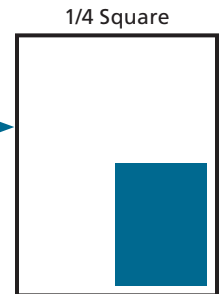
7" x 4 7/8"



4 9/16" x 7 1/2"

QUARTER-PAGE RATES

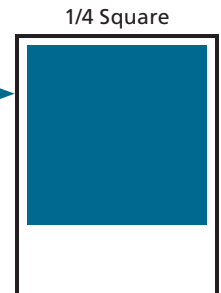
1x	\$670
2x	\$590
4x	\$550
6x	\$525



3 3/8" x 4 7/8"

OUTSIDE BACK COVER

1x	\$1,715
2x	\$1,600
4x	\$1,495
6x	\$1,385



7 7/8" x 7 1/8"

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

COLOR/REQUIRED MATERIALS:

LIMOSCENE is a four-color electronic 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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