



### Annual Advertising Rates

	Black & White	Color
Full page.....	\$3000.....	\$3800
1/2 page.....	\$1750.....	\$2150
1/3 page.....	\$1350.....	\$1750

**Inside front or back cover**  
**\$4100**  
**Back cover (color only)**  
**\$4300**

**Ad Changes Each Issue**  
**B&W -----\$50**  
**Full color-----\$250**

**Production Charges**  
**(Design & Layout)**  
**(if digital file not provided)**  
**B&W-----\$50**  
**Spot Color-----\$50**  
**Full color-----\$250**

**Reaching your targeted market**

### Mechanical Requirements

Full page (no bleed).....	7.75" x 10.25"
Full page (full bleed).....	8.75" x 11.167"
1/2 page horizontal.....	7.675" x 4.9"
1/2 page vertical.....	3.75" x 10.25"
1/3 horizontal.....	7.75" x 3.187"
1/3 square.....	5" x 4.9"

### Digital File Requirements

- CPD uses electronic presses
- MAC based QuarkXpress 3.32, Adobe Illustrator, or Adobe Photoshop 4.0
- All colors must be created as Process colors and as CMYK
- Be sure file contains all printer, screens fonts, EPS, TIFF files and any additional graphic files. Zips and CDs preferred

**For more information please contact:**  
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