

# TUFF STUFF's Sports Collectors Monthly

EXPERT PRICING FOR CARDS, MEMORABILIA AND MORE

www.tuffstuff.com

## PERSONNEL:

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## DISPLAY ADVERTISING:

(Cost per consecutive issue):

| BLACK & WHITE NEWSPRINT ADS       | 1x      | 3x      | 6x      | 12x     |
|-----------------------------------|---------|---------|---------|---------|
| Full page (7" w x 10" h)          | \$1,450 | \$1,377 | \$1,304 | \$1,232 |
| 2/3 page (4-5/8" w x 10" h)       | 1,055   | 1,003   | 950     | 897     |
| 1/2 page horiz. (7" w x 4-7/8" h) | 872     | 829     | 785     | 742     |
| 1/3 page vert. (2-1/4" w x 10" h) | 635     | 604     | 573     | 540     |
| 1/4 page (3-1/4" w x 4-7/8" h)    | 504     | 478     | 452     | 436     |
| 1/6 page (2-1/4" w x 4-7/8" h)    | 394     | 374     | 355     | 335     |
| 1/9 page (2-1/8" w x 3-1/8" h)    | 205     | 195     | 185     | 175     |
| BLACK AND WHITE GLOSSY ADS        | \$2,305 | \$2,190 | \$2,074 | \$1,958 |
| 4-COLOR CAMERA READY ADS          | \$4,405 | \$4,186 | \$3,966 | \$3,746 |

## COVERS

|         |         |
|---------|---------|
| Cover 2 | \$5,775 |
| Cover 3 | \$5,435 |
| Cover 4 | \$6,300 |

\*Cover positions are based on availability, written reservations are suggested three months prior to deadline.

## MECHANICAL INFORMATION:

- A.** Printed roll-fed offset, perfect bound.
- B.** 110-line screen recommended for b & w and 133-line screen for 4-color.
- C.** Image area 7" x 10"  
Trim size 8" x 10-7/8"
- D.** FOUR COLOR CAMERA-READY.  
Live area 7" x 10", trim size 8" x 10-7/8".  
Bleed size 8-1/4" x 11-1/8". 133-line screen.  
Maximum density 280. Ads sent electronically are preferred (i.e. disk, email, FTP). A \$25.00 charge will be added for negatives. Negatives right-reading, emulsion down with right reading contract proof (i.e. matchprint, chromalin, etc.).  
In house 4-color design available - copy must arrive two weeks prior to deadline. If separations need to be created there will be an additional charge.



## DISCOUNTS:

Commission, cash, camera-ready or agency discounts — not available, all rates are net.

## ADVERTISING DEADLINES:

| ISSUE DATE    | AD DEADLINE | MAIL DATE    | ON SALE      |
|---------------|-------------|--------------|--------------|
| June          | March 31    | April 21     | May 12       |
| July          | May 6       | May 26       | June 16      |
| August        | June 3      | June 23      | July 14      |
| September     | July 8      | July 28      | August 18    |
| October       | August 5    | August 25    | September 15 |
| November      | September 1 | September 22 | October 13   |
| December      | October 7   | October 27   | November 17  |
| January 2010  | November 3  | November 23  | December 15  |
| February 2010 | December 1  | December 21  | January 12   |

\*For multi-page ads or color ads not submitted camera-ready, contact your sales representative for advanced deadlines.

All advertisers must have a completed reference form on file before advertising (Call or write our advertising department to receive a reference form). Advertisers are responsible for understanding and following our standard advertising policies listed on the reverse side. Payment must accompany ad copy. We accept all major credit cards, do not send cash!



F+W Media, Inc.

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