

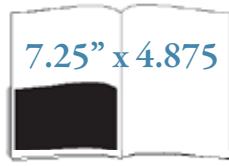
MAKE

AD RATES AND DEADLINES



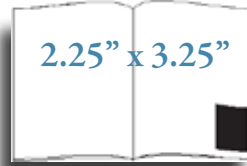
FULL PAGE

with or without bleed
\$300 full color
\$200 black and white*



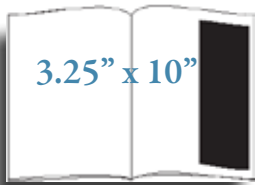
HALF PAGE

HORIZONTAL
\$175 full color
\$125 black and white



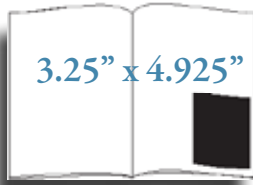
THIRD PAGE

\$100 full color
\$75 black and white



VERTICAL COLUMN

\$175 full color
\$125 black and white



VERTICAL HALF

\$125 full color
\$100 black and white

CLASSIFIEDS*

1/16 \$40 black and white

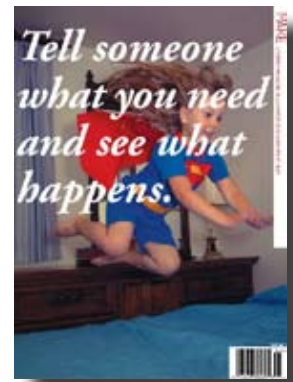
2.031\" x 2.187\"

140 character text \$20
(inc. a back issue of *MAKE*)

**Does not include large web ad.*

**Black and white inside front or back cover:*

\$350 full page / \$200 half page



ALL PRINT ADS ARE AUTOMATICALLY BUNDLED!

IN ADDITION TO A PRINT AD:

- Ads will be included in the electronic edition of the magazine.
- Advertisers will receive a choice between banner or medium-square ad space on makemag.com.
- Advertisers will be twice featured in a *MAKE* newsletter with a small square ad.

DISCOUNTS

15% discount applied to two-issue ad commitment.

20% discount applied to three-issue ad commitment.

30% discount applied to

small and independent businesses and publishers

DIGITAL AD REQUIREMENTS

PDF-X: 300 dpi, CMYK, fonts and images embedded

TIFF: 300 dpi, CMYK, flattened

2011

ADVERTISING SCHEDULE

Issue 11--Neither/Nor, summer/fall

Reservation Deadline: July 29

Artwork Deadline: August 5

Publication Date: August 27

Issue 12--Architectural, winter/spring

Reservation Deadline: November 18

Artwork Deadline: November 25

Publication Date: December 31

Please send all inquiries and digital art files to: Sarah Dodson, sarah@makemag.com