

**10% OFF  
for Prepayment**

# The BLOOMSBURY REVIEW®

Advertisers' websites  
are listed in an index in each  
issue at no extra charge.

## ADVERTISING RATES, MECHANICALS & TERMS

### ADVERTISING RATES (Effective 1/1/08)

#### BLACK-AND-WHITE RATES

Size	1x	3x	6x
2-page spread	\$7,585	\$7,220	\$6,825
Back page	4,620	4,380	4,200
Full page	3,990	3,805	3,595
Junior page	2,415	2,280	2,180
1/2 page	2,180	2,075	1,970
1/3 page	1,340	1,260	1,210
1/4 page	1,155	1,100	1,045
1/8 page	600	560	535
1/16 page	295	280	265

#### 4-COLOR RATES

Size	1x	3x	6x
2-page spread	\$8,635	\$8,190	\$7,770
Back page	5,750	5,460	5,250
Full page	5,150	4,855	4,620
Junior page	3,100	2,915	2,780
1/2 page	2,865	2,705	2,570
1/3 page	1,970	1,840	1,705

#### CLASSIFIED RATES

**Classified Rates:** \$50 for the first 25 words,  
\$1.25 for each additional word.  
**Classified Display:** \$175 for each insertion,  
\$150 each for 3 or more insertions.

### MECHANICALS

	Width	Depth
2-page spread	124 picas (20-1/2")	x 15-1/4"
Back page	60 picas (9-7/8")	x 15-1/4"
Full page	60 picas (9-7/8")	x 15-1/4"
Junior page	(v) 44-1/2 picas (7-1/4")	x 11-1/2"
1/2 page	(v) 29 picas (4-7/8")	x 15-1/4"
	(h) 60 picas (9-7/8")	x 7-1/2"
1/3 page	(v) 29 picas (4-7/8")	x 11-1/2"
	(h) 60 picas (9-7/8")	x 5"
1/4 page	(sq) 19 picas (4-7/8")	x 7-1/2"
	(v) 14 picas (2-5/16")	x 15-1/4"
	(h) 60 picas (9-7/8")	x 3-1/2"
1/8 page	(v) 14 picas (2-5/16")	x 7-1/2"
	(h) 29 picas (4-7/8")	x 3-1/2"
1/16 page	14 picas (2-5/16")	x 3-1/2"

### AD SPECIFICATIONS

The *Bloomsbury Review* is printed web offset on bleached newsprint.

**Black & White Ads:** 85-line screens are recommended for halftones. TBR can only accept electronic files as Adobe Acrobat PDFs. **Send to: BloomsB@aol.com.**

**Color Ads:** 85-line screens are recommended. Please send the ads as Adobe Acrobat PDFs to:  
**BloomsB@aol.com.**

### TERMS

1. The Advertiser and/or the Advertising Agency assume all liability for content of all advertisements printed, and assume all liability for any claims made against the Publisher as the result of an advertisement.

2. The Publisher reserves the right to refuse any advertisement it feels is inappropriate or that does not conform to the standards of the publication. The Publisher reserves the right to print the word "Advertisement" on any advertisement that might be misconstrued as editorial content.

3. Cancellations cannot be accepted after the space reservation deadline. Cancellations received thereafter are subject to a 100% charge for the advertisement.

4. Advertising contracts that are terminated prior to completion will be short-rated.

5. Contracts agreed to in writing or verbally are considered binding by the Publisher and are subject to all terms and requirements of this rate sheet.

6. Rendering an invoice to an Advertising Agency does not relieve the Advertiser of payment for the advertisement.

7. If, due to circumstances beyond its control, the Publisher is not able to circulate the particular issue in which an advertisement was to be contained, its only liability shall be to

publish the advertisement in its next available issue or, at its option, to refund any sums paid for the advertisement.

8. **PAYMENT:** Payment in advance of publication is required of all new advertisers until an account has been established. *The Bloomsbury Review* may require prepayment of all advertisements for any account based on credit or payment history. For all established accounts, payment is due upon receipt of invoice, but an additional prepayment discount is available.

9. **AGENCY DISCOUNTS:** Advertising Agencies may deduct a 15% commission. Payment is due upon receipt of invoice. The 15% commission will be forfeited by the Advertising Agency if payment is not made upon receipt of invoice. Agency discounts are intended for use by bona fide advertising agencies. Discounts are not intended for use by in-house ad or production departments.

10. **LATE CHARGES:** A percentage rate of 1½% per month (18% per annum) will be charged on all past-due accounts.

#### FOR FURTHER INFORMATION, CONTACT:

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