

No filler or anything fancy here. This is all the information you should need as far as pricing, release dates, and ad sizes/specs.

Focus is published bimonthly (6 times a year), these are the Cover Dates: January, March, May, July, September, & November.

Each edition hits shops by the end of the first week of its respective cover date month.

Artwork for these issues is due on, or before, the 9th of the month prior to the cover date.

ONLINE AD RATES

300 x 100 Side Banner	\$1/Day - 60 Day Minimum
728 x 90 Leader Board	\$3/Day - 60 Day Minimum
Take-Over (Background)	\$250/Day
Category Sponsor	\$3/Day - 60 Day Minimum

PRINT AND ONLINE COMBO PACKAGES AVAILABLE. CALL FOR INQUIRES.

AD SPECS

PRINT AD RATES

FREQUENCY (ISSUES)	1X	3X	6X
2 Page Spread	\$1300	\$1200	\$1150
Full Page	\$700	\$650	\$625
Half Page Vertical	\$400	\$375	\$350
Half Page Horizontal	\$400	\$370	\$350
Quarter Page	\$150	\$150	\$150
Front Inside Spread	\$1800	\$1700	\$1600
Center Spread	n/a	n/a	\$1475
Back Cover	n/a	n/a	\$1675
Poster	\$3000	\$3000	\$3000

STATISTICS

PRINT STATISTICS:

DISTRIBUTION: 16,500 copies/issue

SUBSCRIBERS: 400+

TRADE SHOW AND EVENT

COPIES: additional 1,800 (3x year)

PASS ALONG RATE: 7

AUDIENCE: 121,800 readers/issue

WEB STATISTICS:

UNIQUE WEB VISITS: 18,000/mo.

Focus is the highest traffic-ranked regional skateboarding magazine on the web.

Please call for web advertisement rates.

		LIVE	TRIM	BLEED
2 Page Spread	width	15.5"	16"	16.5"
	height	9.5"	10"	10.5"
Full Page	width	7.5"	8"	8.5"
	height	9.5"	10"	10.5"
Half Page Vertical	width	3.625"	n/a	n/a
	height	9.5"	n/a	n/a
Half Page Horizontal	width	7.5"	n/a	n/a
	height	4.625"	n/a	n/a
Quarter Page Box	width	3.625"	n/a	n/a
	height	4.625"	n/a	n/a
Standard Poster	width*	19"	19.5"	20"
	height*	15.5"	16"	16.5"

(*width and height are reversible)
(over-sized posters are also available)

ALL ART FILES SHOULD BE 300 DPI, AND CMYK COLOR

Our magazine is printed at 300dpi, on 70lb No.3 Enamel, glossy paper. Ads can be accepted via e-mail, FTP, cd, or dvd and should be either pdf, pdf X1A, tif, psd, or jpg file format (Quark and InDesign documents will not be accepted). Please do not include crop marks, registration marks or color information bars with the submitted ad.

Ads must be accompanied by a color or b&w proof (which ever is applicable). If no proof is submitted we will not accept liability for any ads that print incorrectly.

Our magazine is produced using an Apple Computer on MAC OS X. We accept artwork from PC's. Should you need any assistance, please call our art department at 321.243.6161. All fonts must be embedded and/or outlined, but as an added precaution, please include all fonts.

TRIM - The Actual final size of the ad. This is where the page is cut (trimmed).
LIVE - .25" in from each side of the trim. Any important text or photography runs the risk of cut, or trimmed, off the page if it is not within the Live area.

BLEED - If you would like an image to cover the entire page you must have it fit to the Bleed specs. You will loose .25" on each side of the image, but this will assure that the image takes up the entire page.

If you have any questions or would like more info, please don't hesitate to Call or Email us!

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