

CARNEGIE magazine Advertising Rates and Requirements



CARNEGIE magazine Readership Profile.

Circulation: 30,000

Distribution: *Guaranteed* to all members of Carnegie Museums

Readership: 63,900

High Net Worth Audience:
22% \$100,000+ HHI
55% \$60,000+ HHI

Education: 77% College+

CARNEGIE magazine readers are affluent, influential, highly educated, and culturally involved.

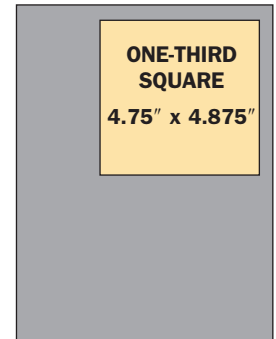
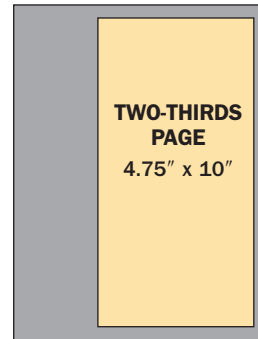
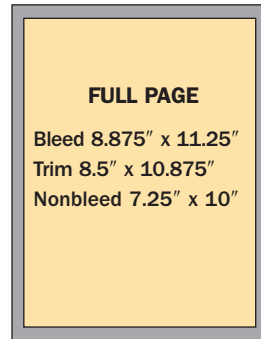
Send all electronic artwork to:

Michael Kainaroi
Art Director
CARNEGIE magazine
4400 Forbes Ave.
Pittsburgh, PA 15213
Phone: 412-578-2455
Fax: 412-622-5775

If emailing send to BOTH

kainaroi@carnegiemuseums.org
and
sthorsman@verizon.net

Production Requirements



Printing Method: Offset. Standard four color process inks. 133 line screen.
Page trim size: 8.5" x 10.875".
Binding: Saddle Stitching.

Digital File Specs: PDFs are required. PDFs must be 300 dpi and CMYK. Files received in any other format are subject to additional charges to the Advertiser.

Media: Send files on CD-ROM or via e-mail.

Production Charges: Any changes required in furnished materials will be billed at prevailing printer's rates. Cost for size alterations, ad design, and layout will be charged to the Advertiser.

2012 Closing Dates:

Issue	Distribution Date	Ad Space Close	Artwork Due
Spring	By March 1	January 16	February 3
Summer	By June 1	April 13	May 4
Fall	By September 1	July 13	August 3
Winter	By December 1	October 12	November 2

Net Advertising Rates

Four-Color	1x	2x	4x
Full Page	\$3125	\$2780	\$2520
Two-Thirds Page	\$2050	\$1735	\$1565
One-Third Square	\$1135	\$925	\$745

Cover and premium positions: Up to an additional 15%

For more information visit our web site at www.carnegiemuseums.org.

Contact Information:

Sally Horsman
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sthorsman@verizon.net
or
Beaver Shriver
724.312.0824
beaver@theshrivergroup.com

Send all checks to:

Susan Witek
Museum Services
Carnegie Museums of Pittsburgh
4400 Forbes Ave.
Pittsburgh, PA 15213