

## Advertising Specifications

### Advertising Dimensions



### Mechanical Requirements

**General Policy:** Four color (CMYK) process, SWOP (specifications web offset publications) standards apply.

**Acceptable Materials:** PDF/X-1a:2003 is preferred and **reason** strongly encourages submission of this type of PDF. If an advertiser is not capable of making an X-1a compliant PDF, a high-resolution or press quality PDF with all fonts embedded, while less desirable, is also acceptable.

**PDFs:** Prior to making the PDF, all files must be in CMYK format. RGB, lab color, or indexed color is not acceptable. Images must be 300 dpi (or 300 pixels per inch).

**Fonts:** All fonts must be embedded in submitted PDFs.

**Proofs:** **reason** cannot be responsible for accurate reproduction of four-color ads unless accompanied by a 3M matchprint, chromalin, pressmatch or equivalent proof. Laser proofs are acceptable for black-and-white ads.

**Bleeds:** Full-page bleeds only. Material must extend 1/8 inch beyond final trim size (8 x 10.5 inches). Vital parts of advertisements must be kept at least 1/2 inch within final trim size.

**Publisher Service Charges:** Ads that do not meet the above specifications may be altered at the discretion of the publisher.

**Send Materials To:**  
[RBurr@BurrMediaGroup.com](mailto:RBurr@BurrMediaGroup.com)

Or call for FTP site information  
**Ronald Burr**  
**Burr Media Group**  
**703-893-3632**

### Publication Policies

**Acceptance:** All advertisements are subject to the publisher's approval of copy, text, display, and illustration. **reason** reserves the right to reject or cancel any advertisement at any time and will not accept responsibility for errors in requested copy changes.

**Discount Advertisements:** Advertisers who do not complete a committed schedule will be rebilled at the appropriate higher rate. Credits earned through increased frequency of advertising during a contract year will be applied toward future billing.

**Special Positions:** All advertising is accepted on a run-of-press basis unless otherwise arranged. Special inside positions are available at a 10% premium. Special positions must be reserved in writing with insertion order.

**Payment:** Payments are due within 30 days of the invoice date.

**Liability:** **reason** shall not be liable for any failure to print, publish, or circulate all or any portion of any issue in which an advertisement accepted by **reason** is contained if such failure is due to natural disasters, strikes, accidents, or any other uncontrollable circumstances. In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, will indemnify and hold harmless **reason** magazine, Reason Foundation, its officers, trustees, agents, and employees against expenses (including legal fees) and losses resulting from publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of right of privacy, copyright infringement, or plagiarism.