

ADVERTISING & EDITORIAL OFFICE

SPOKES MAGAZINE
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(804) 477-1780

Circulation: 28,000

Published four times per year: March, May, July, September

DISTRIBUTION

SPOKES is distributed free of charge! Find the current issue online at www.spokesmagazine.com and click on the cover to view, or go to the Archives for past issues to download. Also found in print at health clubs, bicycle stores, fitness centers, triathlon stores, YMCAs, YWCAs, health food stores, athletic shoe stores, youth hostels, and at major bicycling events throughout the region. Deliveries are via truck routes in the Baltimore / Washington DC / Northern Virginia area and via UPS directly from the printer to other areas. Annual subscriptions via First Class mail are also available for \$25.

FORMAT

SPOKES is printed on a web offset press on 35 pound Jet paper stock. The finished format is 11.5 x 14.5 inches. Layout and ads are measured on a three column per page format.

MECHANICAL REQUIREMENTS

BLACK&WHITE ADS: **SPOKES** is formatted on a Macintosh computer using *Adobe InDesign*. Press-optimized PDF files are the preferred format. If you submit an *InDesign* file, be sure to package all supporting files (fonts and images). Other electronic files (*Adobe Illustrator*, *Adobe Photoshop*, *Freehand*, *Corel Draw*, etc.) should be saved as .TIF or .EPS with fonts converted to outlines. If you have any color files in your black and white ad, they must be converted to grayscale. Camera ready photostats or veloxes will have to be scanned, so some quality will be lost. See ad sizes to the right for proper layout specs. Halftone line screen is 85 lines per inch. Please accompany any files with a print-out of your ad.

FOUR-COLOR ADS: The same formats are acceptable for color as they are for black and white ads, but be sure your color images are CMYK for printing purposes. All RGB photos and files must be converted to CMYK. Line screen is 100. Please accompany any disks with a print-out of your ad, if possible. Email large files to sales@spokesmagazine.com. Creative ad development or typesetting alterations (on native files) services are also available.

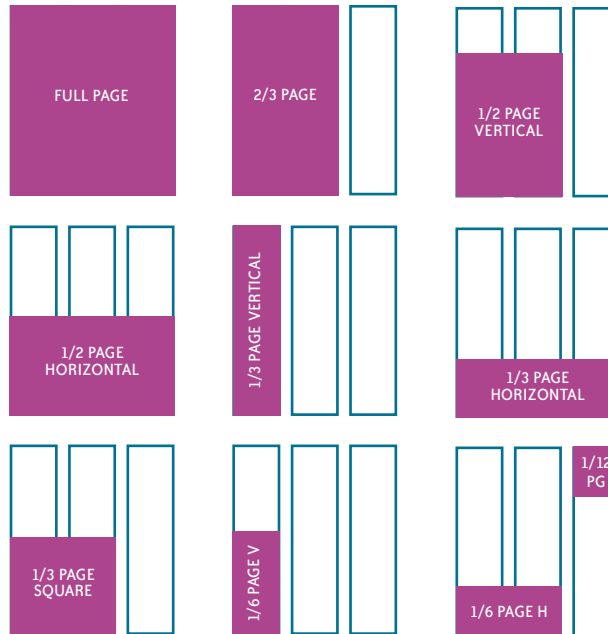


SPOKES

2016 RATE CARD

DISPLAY DIMENSIONS (IN INCHES)

Unit	Width	Depth
Full page	10 1/4	14
2/3 page	6 3/4	14
1/2 page (vertical)	6 3/4	10 1/4
1/2 page (horizontal)	10 1/4	6 3/4
1/3 page (vertical)	3 1/4	14
1/3 page (horizontal)	10 1/4	4 1/4
1/3 page (square)	6 3/4	6 3/4
1/6 page (vertical)	3 1/4	6 3/4
1/6 page (horizontal)	6 3/4	3 1/4
1/12 page	3 1/4	3 1/4



ADVERTISING DEADLINES

Issue	Closing Date Due Date	Materials Date	Distribution
Mar/Apr	February 10	February 16	February 27
May/June	April 15	April 20	April 30
Jul/Aug	June 8	June 12	June 19
September	August 12	August 17	August 28

ADVERTISING RATES - BLACK AND WHITE

Unit	1x	2x	4x
Full	\$995	920	850
2/3 page	790	740	690
1/2 page	580	530	500
1/3 page	425	400	375
1/6 page	250	225	205
1/12 page	160	150	140

Color Add \$200 for full-page and 2/3 page ads.
Add \$100 for 1/12 to 1/2 page ads.

PREMIUM LOCATION RATES (INCLUDES COLOR)

Unit	1x	2x	4x
Back Cover	\$1700	1600	1400
Inside Front	1400	1300	1200
Page One	1400	1300	1200
Inside Back	1300	1200	1100

WEB ADVERTISEMENT RATES (CALL FOR PRICING)

Top Banner	728 x 90
Skyscraper	160 x 600
Bottom Banner	728 x 90