

# Specialty Advertising Rates {THE MARKET & CATALOG SHOPPER}



## The Market {MONTHLY}

**THE MARKET** is the primary mail-order section in every issue of *Cooking Light*. Send fully designed ad, ready for print; Black & White, 2-color, or 4-color gross.

| SIZE           | 4C GROSS | WIDTH  | HEIGHT |
|----------------|----------|--------|--------|
| 1-inch         | \$1,950  | 2.375  | 1.0654 |
| 2-inch         | 3,680    | 2.375  | 2.335  |
| 3-inch         | 5,340    | 2.375  | 3.6    |
| 1/6 page       | 7,800    | 2.375  | 4.8518 |
| 1/3 Square     | 14,450   | 4.9375 | 4.9176 |
| 1/3 Vertical   | 14,450   | 2.375  | 10     |
| 1/2 Horizontal | 24,000   | 7.5    | 4.9176 |
| 2/3 Vertical   | 28,500   | 4.9375 | 10     |

**Frequency Discounts** (Market Only):  
3x-10%, 6x-15%, 9x-20%, 11x-25%

## Mechanical Specs

Ready-made ads may be provided in the following programs: QuarkXPress, Illustrator, Acrobat (high-resolution), Photoshop (high-resolution), or InDesign. Text files may also be attached to email.

All linked graphics (logos & images) must be provided with native application files. Logos are preferred in Adobe Illustrator EPS. Photoshop TIFF, EPS, or JPEG are also acceptable (300 dpi minimum to ensure quality).

To transport, files may be saved onto a CD and mailed in. Digital files may be stuffed or zipped and emailed (10 megabyte maximum).

Materials can be returned to the advertiser upon request if complete mailing instructions are provided.

## Closing Dates On-Sale Dates

| Closing Dates    | On-Sale Dates    |
|------------------|------------------|
| JAN/FEB 11/07/08 | JAN/FEB 01/06/09 |
| MAR 01/05/09     | MAR 02/24/09     |
| APR 02/02/09     | APR 03/31/09     |
| MAY 03/02/09     | MAY 04/28/09     |
| JUN 04/01/09     | JUN 05/26/09     |
| JUL 05/01/09     | JUL 06/30/09     |
| AUG 06/01/09     | AUG 07/28/09     |
| SEP 07/01/09     | SEP 08/31/09     |
| OCT 08/03/09     | OCT 09/29/09     |
| NOV 09/01/09     | NOV 10/27/09     |
| DEC 10/01/09     | DEC 11/24/09     |

## Send Materials To:

Please label all materials and submit them to  
[susan\\_davis@charter.net](mailto:susan_davis@charter.net).



## Catalog Shopper {MAR & SEPT}

**CATALOG SHOPPER** appears each year in the March and September issues and includes a reader response card. Readers order by checking off your catalog on the response card. Every two weeks during the two-month promotion (Mar/Apr or Sept/Oct), we'll send you prequalified prospects' addresses on mailing labels or via e-mail.

- All ads 1/9 page, 4-color
- Ads include 30 words of copy, hi-res product image, and a hi-res logo. Product shot size is below. See side bar for additional specs.

| AD SIZE  | GROSS 4C | IMAGE WIDTH | IMAGE HEIGHT |
|----------|----------|-------------|--------------|
| 1/9 page | \$9,300  | 1.5 in      | 1 in         |

### Frequency Discount:

Buy 2 Catalog Shopper Ads  
Get the 3rd Free!