

2010 RATES

B/W Rates	1x	3x	6x	12x
Spread	14,110	12,980	11,535	10,095
Full Page	7,520	6,900	6,130	5,355
1/2 Horizontal Page	4,480	4,145	3,680	3,350
1/4 Page	2,625	2,420	2,165	1,880

1/2 vertical and 1/2 island are available. Call for details.

Color Rates	Page/ Fraction	Cover Positions (includes 4/C process)	12x
4/C Process	\$1,600	Outside Back Cover	\$9,065
2/C Process	\$1000	Inside Front Cover	\$8,500
		Inside Back Cover	\$7,930

Cover positions include 4/c process and 12x frequency

Premium Placement is available at 20% surcharge and/or 12x frequency

Call for quotes on inserts, white papers and custom publishing programs

All rates are in US Dollars

Subscription: Monthly, 12 issues \$297/year

Mechanical Specifications

Publication Size: The publication size/final trim size is 8 1/4" x 11 1/4". All body copy, headings and other text must be at least 1/2" inside the trim size on all sides. If your ad has bleed, then the ad should be sized to 8 1/2" x 11 1/2" to allow for 1/8" trim on all sides. The final trim size will still be 8 1/4" x 11 1/4". **NOTE:** Alignment of type and design is not guaranteed on facing page spreads. Precision folding of all copies is not guaranteed.

Paper Stock: 80-lb. gloss-coated offset cover, 70-lb. coated offset body.

Method of Printing: CTP Web on Offset.

Type of Binding: Perfect Bound.

Material Specifications: To qualify for standard agency commissions, digital ads and color proof must be provided.

4-Color Ads: Supply digital files in CMYK, plus a color laser, matchprint, pictro, or other color proof output from the final ad file. Ads submitted as hires Adobe PDFs can also be used as proofs.

Matched Color: When PMS or other matched colors are specified, these will be built from process colors. If a matched color requires that we run a PMS color, see your representative for five-color ad rates.

File Specifications: All ads are required in the following digital formats: High resolution Adobe PDF/X files (distilled at 300 dpi with all fonts imbedded); Quark Xpress files accompanied by collected artwork, scans, logos, and all fonts; Adobe Photoshop TIFF or EPS formats, 300-dpi or better resolution; or Adobe Illustrator EPS files. Media - CD-ROM.

In-House Production: The advertiser must submit copy, plus high-resolution artworks. Your sales representative will provide a cost quote.

FTP Site for Ads:
Please upload collected files as zipped archives.

Host: ftp.hartenergy.com

User ID: ogiads

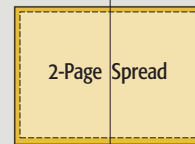
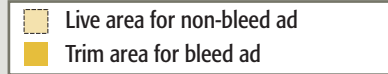
Password: ogiads

Directory: ftp/ogi_ads

Advertising Coordinator:

Carol Nunez
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Advertising Sizes

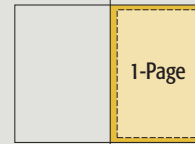


2-Page Spread

Live area 15 1/2" x 10"
Bleed 16 3/4" x 11 1/2"

(Must allow 1/8" on both sides and bottom for trim)

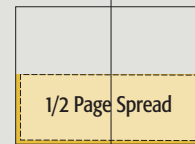
Note: Page trim size is 8 1/4" x 11 1/4"



1-Page

Live area 7" x 10"
Bleed 8 1/2" x 11 1/2"

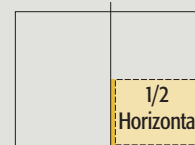
(Must allow 1/8" on both sides and bottom for trim)



Half Page Spread

Live area 15 1/2" x 4 15/16"
Bleed 16 1/2" x 5 11/16"

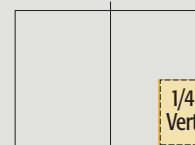
(Must allow 1/8" on both sides and bottom for trim)



Half Horizontal

Live area 7" x 4 15/16"
Bleed 8 1/2" x 5 11/16"

(Must allow 1/8" on both sides and bottom for trim)



Quarter Vertical

Live area 3 3/8" x 4 15/16"
Bleed 4" x 5 11/16"

(Must allow 1/8" on both sides and bottom for trim)

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