

## 2009 RATES

B/W Rates	1x	3x	6x	12x
<b>Spread</b>	13,700	12,600	11,200	9,800
<b>Full Page</b>	7,300	6,700	5,950	5,200
<b>1/2 Horizontal Page</b>	4,350	4,025	3,575	3,250
<b>1/4 Page</b>	2,550	2,350	2,100	1,825

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

Color Rates	Page/ Fraction
4/C Process	\$1,500
2/C Process	\$ 900

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

Cover Positions (includes 4/C process)	12x
Outside Back Cover	\$8,800
Inside Front Cover	\$8,250
Inside Back Cover	\$7,700



Cover positions include 4/c process and 12x frequency

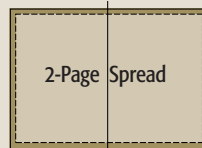
Premium Placement is available at 20% surcharge and/or 12x frequency

### Advertising Coordinator:

Carol Nunez  
1616 S. Voss, Suite 1000  
Houston, TX 77057  
1-713-260-6408  
cnunez@hartenergy.com

## Advertising Sizes

	Live area for non-bleed ad
	Trim area for bleed ad

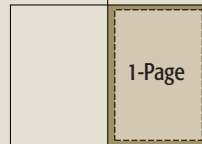


### 2-Page Spread

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)

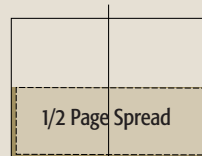
**Note: Page trim size is 8 1/4" x 11 1/4"**



### 1-Page

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

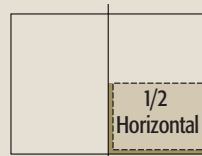
(Must allow 1/8" on both sides and bottom for trim)



### Half Page Spread

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

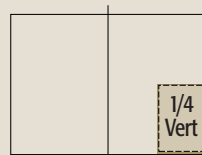
(Must allow 1/8" on both sides and bottom for trim)



### 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)

## SALES TEAM

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