

Burn!

For Lovers of Peppers, Smoke, & Sauce

2011 Display Advertising Rates for *Burn!* Magazine

Frequency	1x	3x	6x
Full Page	\$1,000	900	800
Half Page	600	550	500
One Third Page	500	450	400
One Sixth Page	400	350	300

Burn! Magazine is published 6 times per year. *Burn!* is available via digital download subscription through a browser-based program which supports enhanced features like embedded live links, embedded Flash animation and video.

Burn! is distributed between the 1st and the 3rd of the month of issue.

For Additional Information:

Toni Bisio Szulc
Burn! Magazine Sales/Sunbelt Shows
 P.O. Box 4980, Albuquerque, NM 87196
 Toni@burn-magazine.com
505.344.3313 C: 505.280.9396
 Fax: 505.877.8579

Issue Date	Reservation Deadline	Materials Deadline
January/February	December 1	December 20
March/April	February 1	February 20
May/June	April 1	April 20
July/August	June 1	June 20
September/October	August 1	August 20
November/December	October 1	October 20

The Legaleze

Advertisements are accepted upon representation that advertiser and/or agency has the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold publisher harmless against any loss, expense, or other liability resulting from any claims or suits for libel, violation of right of privacy, plagiarism, copy-right infringement, and any other claims that may arise out of the publication of such advertising.

Conditions are subject to change by publisher without notice.

All contents of advertisements are subject to the approval of the publisher. The publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, coupon, or position commitments at any time, for any reason, upon written notice to the advertiser.

Positioning of advertisements is at the discretion of the publisher, except where a preferred position has been requested by the advertiser and a premium rate is incurred.

Rates are based upon completed digital ad art with no additional modifications required. Design work done by *Burn!* Magazine staff may result in additional production charges. Please consult your sales representative for a quote.

Burn! Magazine reserves the right to alter this schedule at any time, particularly to accommodate important or time-sensitive news.

Burn! Magazine is not responsible or liable for errors or for ads prepared improperly. Ads are preflighted before being placed and we will make every effort possible to make sure ads run correctly. Any files that require manipulation, corrections, or repairs are subject to production charges. The advertiser will be notified of incorrectly prepared ads.

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Advertising Specs for *Burn!* Magazine

Non-bleed ad sizes are indicated in black. Bleed ad sizes are indicated in magenta. We can accept ads that vary slightly in size, as long as they do not exceed the maximum bleed dimensions for an ad of that shape. Because our magazine is not trimmed, it is not necessary to include additional bleed in your artwork. Ads that have been built with bleeds will display properly; we will simply crop the digital file at the regular image margin and eliminate the bleed. Ads that do not match our size designations will need to be modified to fit, or will be floated in the space. 1/6 page vertical ads are not available as bleeds.

Advertorial space is also available, and must be purchased in minimum blocks of one full page.

***Burn!* Magazine's "trim" size is 8" w x 10.5" h**

***Burn!* Magazine**

A Project of Sunbelt Shows, Inc.

P.O. Box 4980, Albuquerque NM 87196

○: **505.873.8680** Fax: **505.877.8579**

www.burn-magazine.com

1/6 page vertical
2.167" w x 4.5" h

1/2 page horizontal 7" w x 4.5" h

1/2 page horizontal (bleed) 8" w x 5.218" h

1/3 page vertical
2.167"w x 9"h

1/3 page vertical (bleed)
2.671"w x 10.5"h

2/3 page vertical
4.579"w x 9"h

2/3 page vertical (bleed)
5.1"w x 10.5"h

1/2 page vertical 3.5" w x 9" h

1/2 page vertical (bleed) 4.015" w x 10.5" h

Specifications, continued

Please note: *Burn!* is a fully digital magazine. Ads will display in RGB, not a CMYK color platform. For that reason, we cannot guarantee color accuracy when a CMYK color proof is provided by you or your designer.

SOFTWARE: Mac and PC versions of Adobe Illustrator, Adobe Photoshop, and InDesign are accepted. PDF files are acceptable in print quality output with all fonts converted to outline or embedded.

DELIVERY: Provide a CD or DVD clearly labeled with advertiser's name, email address, phone number, and issue date, as well as a completed copy of the contract, a final proof, and a list of all contents including fonts. Mail to: *Burn!* Magazine, 1606 Young Street, Santa Fe NM 87505

Ads may also be uploaded to our ftp site. If you intend to deliver art via ftp, please contact the production department and we'll provide you with the ftp login: LoisManno@burn-magazine.com or 505.990.0893.

ARTWORK/PHOTOS: Use TIFF, EPS, or JPEGs set at maximum resolution. Save four color images as RGB. B/W and color images should be scanned at 200-300 dpi and line art should be scanned at 300 dpi.

COLOR: Specify colors as RGB. Pantone colors will not print properly and **MUST BE CONVERTED** to RGB.

FONTS: ALL fonts on disk (both printer and screen). If providing ads via ftp, include fonts in the folder.

Questions? Contact Lois Manno at 505.990.0893

LoisManno@burn-magazine.com

Burn! Magazine Enhanced Advertising Options

Embedded Links:

The publishing platform we use to display *Burn!* Magazine gives advertisers new opportunities for interacting with readers. Your ad will contain a link to your company's website or catalog, as specified by you. There is **no charge** for adding an embedded website link.

Embedded Video:

Provide us with a Flash-based video and we'll embed that in your ad as well! If you would like to add video to your advertisement, we will provide you with technical guidelines to ensure that your video will display correctly in the magazine. There is **no charge** to embed one video into your advertisement. Additional embeds can be done for a modest fee.

If you do not have an existing video, but would like to have one produced for you, we can assist you with this. Please contact Dave DeWitt for more information at DaveDeWitt@burn-magazine.com.

Full page non-bleed 7" w x 9" h

Full page bleed 8" w x 10.5" h