

Magazine Ads

| | 1x | 3x | 6x | 12x |
|------------------------|-----------|-----------|-----------|------------|
| Full Page | 496 | 422 | 397 | 372 |
| 1/2 Page | 293 | 249 | 235 | 220 |
| Full Column | 216 | 184 | 173 | 162 |
| 1/3 Page | 202 | 172 | 162 | 152 |
| 1/4 Page | 150 | 127 | 120 | 112 |
| 1/2 Column | 109 | 93 | 87 | 82 |
| 4 Column Inches | 88 | 75 | 71 | 66 |
| 3 Column Inches | 67 | 57 | 54 | 50 |

ARTWORK SPECIFICATIONS: Electronic ads should meet the dimensions designated on the accompanying layout page. If additional production is required to make an ad fit properly, charges may apply. Electronic ads should be sent as a PC formatted PDF or TIF file, black & white, 300dpi resolution. The full-page live area is 8.5 by 11 inches (if bled, add 1/4 inch on all sides for trim).

COLOR: Black and white is standard for all ads. Additional colors are available. Email sales@rapmag.com for more information.

TERMS: Terms are 30 days from invoice date for established accounts. Otherwise, payment is due upon placement of your order.

CIRCULATION: Radio And Production is published monthly. Circulation is 1500/month and includes both hard copy editions and digital PDF file versions (sent to non-subscribers). Circulation includes radio stations as well as production houses throughout the US, Europe, Canada, and other countries.

DIMENSIONS

Full Page: 8 1/2" x 11" (add 1/4-inch trim on all sides)

- 1 -- 1/3 page Horizontal - 3 1/4" (h) x 7" (w)
- 2 -- Full Column - 10" (h) x 2 1/4" (w)
- 3 -- 4 Inch Column - 4" (h) x 2 1/4" (w)
- 4 -- 3 Inch Column - 3" (h) x 2 1/4" (w)
- 5 -- 1/3 Page Vertical - 5" (h) x 4 5/8" (w)
- 6 -- 1 Column Inch - 1" (h) x 2 1/4" (w)
- 7 -- 2 Column Inches - 2" (h) x 2 1/4" (w)
- 8 -- Half Column - 5" (h) x 2 1/4" (w)
- 9 -- 1/2 Page Vertical - 7 1/2" (h) x 4 5/8" (w)
- 10 -- 1/4 Page Horizontal - 3 1/2" (h) x 4 5/8" (w)
- 11 -- 1/2 Page Horizontal - 5" (h) x 7" (w)

1

1/3 page Horizontal
7" (w) x 3 1/4" (h)

2

Full Column
10"(h) x 2 1/4" (w)

3

4 Inch Column
4" (h) x 2 1/4" (w)

4

3 Inch Column
3" (h) x 2 1/4"

5

1/3 Page Vertical
5" (h) x 4 5/8" (w)

6

1 Column Inch

7

2 Column Inches

8

Half Column
5" (h) x 2 1/4" (w)

9

1/2 Page Vertical
7 1/2" (h) x 4 5/8" (w)

10

1/4 Page Horizontal
3 1/2" (h) x 4 5/8" (w)

11

1/2 Page Horizontal
5" (h) x 7" (w)

RADIO AND PRODUCTION

Producer's Market Advertising

One low price gets your **Producer's Market** ad in *RAP Magazine* AND on the *RAP* website! And *RAP* members receive an additional **15% discount!**

The *Producer's Market* is perfect for advertising Imaging/Commercial Production, Production Libraries, Voiceover Services, Copywriting, and any other product or service targeted to radio/audio production professionals.

Producer's Market ads in *RAP* magazine are available in 1, 2, 3, and 4-inch column sizes. Supply your own artwork, or let us prepare your ad for you. (\$50-\$75 fee for preparing ads. Can include logo if supplied.)

| Producer's Market Advertising | 1x | 3x | 6x | 12x |
|--------------------------------------|-----------|-----------|-----------|------------|
| 4 Column Inches | \$73 | 62 | 58 | 54 |
| 3 Column Inches | 61 | 52 | 49 | 46 |
| 2 Column Inches | 47 | 40 | 38 | 36 |
| 1 Column Inch | 33 | 28 | 26 | 25 |

Print ad specs: 2 ¼ inches wide by 1, 2, 3 or 4 inches high. Electronic ads should be sent as a TIF or PDF file, black & white, 300dpi resolution

Website ad specs: 600 x 160 pixels (horizontal).

Producer's Market advertising is payable in advance. Terms available for established accounts. All major credit cards and PayPal accepted.

RADIO AND PRODUCTION

Website Ads

The rates below are for site-wide ads (ads will show on every page).

| Website Advertising | 1x | 3x | 6x | 12x |
|----------------------------|-----------|-----------|-----------|------------|
| Small (190 x 75) | 25 | 22 | 21 | 19 |
| Medium (190 x 150) | 50 | 45 | 42 | 37 |
| Large (190 x 225) | 75 | 67 | 63 | 56 |
| Extra Large Banner | 100 | 90 | 85 | 75 |

Ad sizes (in pixels):

Small: 190w x 75h

Medium: 190w x 150h

Large: 190w x 225h

Extra Large Banner: 590w x 75h

The Small, Medium and Large ads are placed on the left or right sides of the pages. The Extra Large Banner ad is placed at the top of the center content area.

Format: Ads should be in JPG, GIF or SWF format.

Maximum File Size: 40k for GIF/JPG, 60k for SWF.