

# ADVERTISING PRICE LIST

## PRINT SPECIFICATION

### PREFERRED FILE FORMAT FOR

#### SUBMISSION:

PDF/X-1A or PRESS READY PDF and EPS (outlined fonts and embedded)

#### PLEASE NOTE:

- PDF files should contain only 4-color process images (CMYK).
- Balkan City Magazine is not responsible for PDF files prepared incorrectly.

*Image Requirements: All images for ads should be color corrected and provided at or above our minimum resolution requirement of 300 dpi. Image files should be CMYK and in .tif, .eps, or .jpg file format.*

**1/8**  
Horizontal  
3.7" x 2.4"

**\$300**

**1/4** Vertical  
1.75" x 10"

**\$350**

**1/4** Vertical  
3.7" x 5"

**\$350**

**\$350**

**1/4** Horizontal  
7.6" x 2.5"

**\$475**

**1/2** Horizontal  
7.625" x 5"

**\$475**

**1/2** Vertical  
3.7" x 10"

**\$400**

**1/3** Vertical  
2.4" x 10"

**\$400**

**1/3** Horizontal  
7.625" x 3.5"

**\$550**

**2/3** Horizontal  
7.625" x 6.6"

**2/3** Vertical  
10" x 5"

**\$550**

**Full Page**  
Inside 7.625" x 10"

**\$800**

**Back Cover**  
Outside

**\$1410**

Advertising prices are based on 6 and 12 months subscription, advertising month to month is 30% more of base price.

## PRODUCTION NOTES

- Please convert all RGB images and spot colors to CMYK, spot colors are not acceptable; all spot colors will be converted to CMYK.
- Ads created in an unacceptable format cannot be accepted and will need to be re-submitted or recreated.
- All ads submitted should be ready to print as is. Balkan City Magazine will not be responsible for any errors in content. If you have any questions please contact us at: info@BalkanCityMagazine.com