

ADVERTISING RATE CARD

Effective January 1, 2012

RATES

Black/White	1x	3x	6x	12x
Spread	\$9,100	\$8,645	\$8,190	\$7,280
1 Page	\$5,355	\$5,090	\$4,820	\$4,285
Jr Page	\$3,750	\$3,560	\$3,375	\$3,000
1/2 Page	\$3,225	\$3,065	\$2,900	\$2,580
1/3 Page	\$2,135	\$2,030	\$1,925	\$1,710
1/4 Page	\$1,600	\$1,520	\$1,440	\$1,280
1/6 Page	\$1,070	\$1,020	\$965	\$855

2 Color	1x	3x	6x	12x
Spread	\$9,530	\$9,075	\$8,620	\$7,710
1 Page	\$5,605	\$5,340	\$5,070	\$4,535
Jr Page	\$4,000	\$3,810	\$3,625	\$3,250
1/2 Page	\$3,475	\$3,315	\$3,150	\$2,830
1/3 Page	\$2,835	\$2,280	\$2,175	\$1,960
1/4 Page	\$1,850	\$1,770	\$1,690	\$1,530
1/6 Page	\$1,320	\$1,270	\$1,215	\$1,105

4 Color	1x	3x	6x	12x
Spread	\$10,495	\$10,040	\$9,585	\$8,675
1 Page	\$6,175	\$5,910	\$5,640	\$5,105
Jr Page	\$4,570	\$4,380	\$4,195	\$3,820
1/2 Page	\$4,045	\$3,885	\$3,720	\$3,400
1/3 Page	\$2,955	\$2,850	\$2,745	\$2,530
1/4 Page	\$2,420	\$2,340	\$2,260	\$2,100
1/6 Page	\$1,890	\$1,840	\$1,785	\$1,675

Covers (4C only)	1x	3x	6x	12x
Covers 2, 3 & 4	\$7,410	\$7,090	\$6,770	\$6,125
Guaranteed and preferred positions: 10% premium				

DEADLINES

Issue Date	Space Deadline	Materials Deadline
January	Nov. 15	Nov. 21
February	Dec. 15	Dec. 22
March	Jan. 17	Jan. 23
April	Feb. 15	Feb. 22
May	Mar. 15	Mar. 22
June	Apr. 16	Apr. 23
July	May 15	May. 22
August/Buyer's Guide	June 15	June 18
September	Jul. 16	Jul. 23
October	Aug. 15	Aug. 22
November	Sept. 14	Sept. 21
December	Oct. 15	Oct. 22

MECHANICAL REQUIREMENTS

2 Page Spread (Tabloid Size - Full Bleed)	
• Bleed size	20.750" x 13.5"
• Trim size	20.250" x 13"
1 Page (Tabloid Size - Full Bleed)	
• Bleed size	10.625" x 13.5"
• Trim size	10.125" x 13"
Junior Page	7.5" x 9.375"
1/2 Page (Horizontal)	9.375" x 5.625"
1/2 Page (Vertical)	4.625" x 11.75"
1/3 Page (Horizontal)	9.375" x 3.875"
1/3 Page (Vertical)	5.5" x 6.5"
1/4 Page (Horizontal)	9.375" x 2.875"
1/4 Page (Vertical)	5.5" x 4.75"
1/6 Page (Horizontal)	5.5" x 3.25"
1/6 Page (Vertical)	3.625" x 4.75"

Please call or e-mail for special Buyer's Guide ad sizes.
Live Area: 10" wide x 12" high. 5 column tabloid. 1.875" columns

- **Advertiser Supplied Inserts, Tip-Ons, etc.:** Contact the advertising production department for information
- **Preferred Materials:** Digital ads only (see below). *Proofs must be submitted with all ads.*
- **Electronic submission of ads:** High resolution PDF documents or EPS preferred. CMYK and grayscale only. All fonts, pictures, etc. must be properly embedded and not compressed. CD-ROMs, e-mail, FTP submission accepted. Do not send other file formats without special arrangement.
- **Printing:** Web heatset offset. Stitched and trimmed.
- **Color:** Magenta, cyan, yellow and black process. Color match print must accompany ads. Spot color: prepare as CMYK.

Contact Sarah Vallee at sarah@apbweb.com or 1-617-491-8878x106 with any questions regarding materials. Send all materials to: 43 Thorndike St., 2nd Floor, Cambridge, MA 02141.

WEB ADVERTISING

Call for advertising rates on the popular APB web site. With 50,000 plus visitors a month, your ad on our web site will help bring in more business by helping you connect with your target market.

THE ANNUAL APB BUYER'S GUIDE

Be visible for the entire year to our over 220,000 readers with an ad in our annual August Buyer's Guide. This is a permanent resource that potential customers will use to find and contact you - continuous exposure at a discount rate. Call for sizing information.



American Police Beat is audited by the Audit Bureau of Circulations. Audit report available upon request.

43 Thorndike Street - Floor 2 - Cambridge MA 02141
617-491-8878 | www.apbweb.com | Fax: 617-354-6515

