

# hmm

HAMILTON'S MEN'S MAGAZINE



## ADVERTISING RATES

Full Colour Advertising Rates	1x	2x	4x
<b>Full page</b>	\$2,835	\$2,639	\$2,346
<b>2/3 page</b>	\$2,346	\$2,209	\$2,150
<b>1/2 page</b> horizontal/vertical	\$2,209	\$1,662	\$1,466
<b>1/3 page</b> horizontal/vertical	\$1,173	\$1,075	\$977
<b>1/6 page</b> horizontal/vertical	\$635	\$586	\$537

• Black and white rates available upon request

### Premium Positions:

Availability and pricing for covers and premium positions on request. Rates include colour.

• We provide basic layout and design to clients at no additional charge.

## ADVERTISING SPECIFICATIONS

### Standard Unit Sizes

Full page	8.58" x 10.75"	full bleed size
Full page	8.375" x 10.5"	trim size
1. Full page	7.375" x 9.5"	safe image
2. 2/3 page	4.894" x 9.5"	vertical
3. 1/2 page	7.375" x 4.71"	horizontal
4. 1/2 page	4.894" x 7.105"	vertical
5. 1/3 page	4.894" x 4.71"	horizontal
6. 1/3 page	2.39" x 9.5"	vertical
7. 1/6 page	4.894" x 2.315"	horizontal
8. 1/6 page	2.39" x 4.71"	vertical

**Bleed Size:** 8.58" x 10.75"  
**Binding:** Perfect bound

## MECHANICALS

### Preferred file format:

High resolution PDF.

### Preferred file format:

Please supply all advertising materials as DIGITAL FILES in MAC FORMAT. Accepted programs include InDesign, QuarkXPress, Photoshop or Illustrator. Including all images, MAC fonts and colour proofs.

### Resolution and formats:

Files or supporting files must be set to 300 dpi; CMYK: INDD, QXD, TIFF, AI or EPS.

### Transport media:

CD, DVD, or FTP.

### FTP SITE:

Please contact your advertising representative for information on FTP access.

