

Advertising Rates

BLACK & WHITE	1x	6x	12x
Full Page	\$1,894	\$1,683	\$1,583
2/3	\$1,361	\$1,213	\$1,129
1/2	\$1,013	\$907	\$855
1/3	\$686	\$612	\$564
1/4	\$506	\$475	\$433
1/6	\$343	\$311	\$285
1/12	\$179	\$169	\$148
1/24	\$106	\$100	\$90

FOUR-COLOR	1x	6x	12x
Full Page	\$2458	\$2,194	\$2,057
2/3	\$1,772	\$1,583	\$1,477
1/2	\$1,329	\$1,187	\$1,108
1/3	\$897	\$807	\$733
1/4	\$665	\$622	\$564
1/6	\$443	\$401	\$380
1/12	\$232	\$222	\$190

Deadlines

Distribution

Published monthly, Viking is distributed approximately the 25th of the month prior to cover date.

Space Reservation Deadline

The closing date for space reservation is approximately the 16th of the month, two months prior to publication.

Material Submission Deadline

All digital camera-ready materials must be submitted approximately one week after the space reservation deadline. Material requiring production work must be submitted approximately four days after the space reservation deadline.

For exact deadline dates, call 800-945-8851 or 612-821-4636.

Magazine Dimensions

Mechanical Requirements (in inches)

Standard Ad Sizes	Width	Depth
Full page	7 1/4"	9 3/4"
2/3 page vertical	4 3/4"	9 5/8"
1/2 page horizontal	7 1/4"	4 3/4"
1/2 page vertical	4 3/4"	7 1/4"
1/3 page square	4 3/4"	4 3/4"
1/3 page vertical	2 1/4"	9 5/8"
1/4 page horizontal	7 1/4"	2 1/4"
1/4 page vertical	2 1/4"	7 1/4"
1/6 page horizontal	4 3/4"	2 1/4"
1/6 page vertical	2 1/4"	4 3/4"
1/12 page	2 1/4"	2 1/4"
1/24 page*	2 1/4"	1 1/8"

*1/24 ads are limited to approximately 30 words and cannot include photos. Small graphics are acceptable.

Contract Regulations

- **Invoices** are due and payable upon receipt. Invoices are delinquent if not paid 30 days from the invoice date and will be subject to a monthly 1.5% finance charge (18% per annum) or the maximum allowed by law. Commission deductions (15%) given for advertising agencies will be forfeited if payment is not received within 60 days from the invoice date.
- **Account delinquency** may affect advertiser's and/or advertising agency's ability to book space in future issues. If an account has more than one unpaid invoice, all cash received will be applied to the oldest invoice first. In the event of nonpayment, the advertiser and advertising agency agree to pay all collection costs as a result of our collection efforts on the delinquent balance, including reasonable attorney's fees.
- **Advertisements placed by advertising agency** on behalf of the advertiser, the advertiser and advertising agency shall be held jointly and severally liable to Publisher for payment hereunder.
- **Cancellations** are not accepted after space closing date.
- **Frequency rates** can be obtained if advertising is inserted within one publication year of first insertion. Loss of credit due to account delinquency may affect frequency rates. An advertiser who does not complete a committed schedule will be subject to a shortrate. An advertiser with increased frequency during a contract year will be issued a rebate.
- **Advertising rates** are subject to change. Publisher will notify contract advertisers 90 days prior to rate change.
- **Contracts** accepted are subject to these conditions and all other contract regulations and mechanical requirements of the rate card apply. All advertising is subject to Publisher's approval and agreement by advertiser and advertising agency to indemnify and protect Publisher from and against any claims, loss, liability or expense, including reasonable attorney's fees arising out of publication of such advertisement.
- **Termination of this agreement** is a reserved right of the publisher, at any time for any reason solely by giving advertiser fifteen (15) days written notice of such cancellation. In the event of such cancellation, or in the event that the advertiser's advertising does not appear in any issue contracted for, both parties agree that actual damages would be difficult or impossible to calculate. As a result, Publisher's sole liability to Advertiser for such cancellation or failure to include shall be limited to liquidated damages in an amount equal to ten (10%) percent of the price payable by Advertiser under this contract for one month of advertising.

Production Charges

Production charges are separate and non-commissionable and will be billed accordingly. The advertiser will be billed for all production charges incurred by publisher in converting ad copy to CTP/Digital ready ads. Discounts do not apply to production charges.

Ad Approval Procedure

Advertiser must provide email or fax information for ads requiring creation services or changes. Ads will not run unless approved by advertiser through email or fax.

Production Charge Estimates:

- Changes to ad files: Starting at \$25
 - Copy dot scans: BW \$50 4-Color \$100
 - Scans: BW \$35 4-Color \$60
- Ad creation services are available:**
- 1/24, 1/12, 1/6 and 1/4 size ads: \$50
 - 1/3, 1/2, 2/3 and full page ads: \$75

- **Printing:** Web offset
- **Binding:** Saddle stitched
- **Halftones:** 133 line screen maximum
- **Trim size:** 8" x 10 3/4"
- **Bleed size:** 8 1/4" x 11"

Additional Charges

Preferred Position: 15% surcharge for covers two, three or four. No other position is guaranteed.

Page Samples

