

ON THE EDGE

MARKETING
KIT

MECHANICAL SPECIFICATIONS

Ad Size	Width	Height
Full Page (bleed)	8 5/8"	11 1/8"
Full Page (trim)	8 3/8"	10 7/8"
Full Page (non-bleed)	7 3/8"	9 7/8"
1/2 Page Horizontal (bleed)	8 3/4"	5 1/2"
1/2 Page Horizontal (non-bleed)	7 3/8"	4 7/8"
1/2 Page Vertical (bleed)	4 1/2"	11 1/8"
1/2 Page Vertical (non-bleed)	3 5/8"	9 7/8"
1/4 Page Vertical	3 5/8"	4 7/8"
1/6 Page Strip Ad	7 3/8"	1 1/2"
1/6 Page Box Ad	3 1/2"	3 1/8"

Hold live matter 1/8" from trim on all sides.

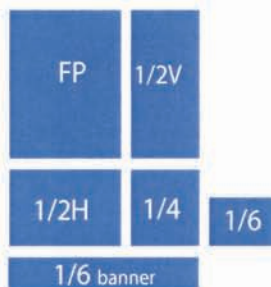
Live image area for full page is 8 1/8" x 10 5/8".

Back Cover ad placement—add an extra 1" bleed to all four sides.

ON THE EDGE AD RATES

Covers and special positions (subject to availability)

Inside Front Cover	\$4268.00
Back Cover	\$4989.00
Inside Back Cover	\$4125.00
Full Page	\$3839.00
Center Spread	\$6490.00
Half Page	\$2167.00
Quarter Page	\$1320.00
One/Sixth Page	\$715.00



AD MATERIAL REQUIREMENTS

Electronic files are to be sent in Macintosh format only. Accepted programs include Adobe Photoshop, Adobe Illustrator & Adobe InDesign. Include all postscript and screen fonts. Include all images as EPS, JPEG or TIFF in high resolution (at least 300 dpi at 100%) in CMYK. If files are not provided as CMYK, we will be forced to convert the color and we cannot guarantee an exact match of color on press. PDF/X-1a files are preferred.

Live material not intended to bleed must be kept at least 3/8" from all sides to allow for trim.

DEADLINES

Ad materials due: January 25, 2017

Publication date: February 11, 2017

INFORMATION AND SPACE RESERVATIONS

Tel: 340-775-9500

e-mail: abmt.vi@gmail.com or janetguth@gmail.com

AD SUBMISSION SHOULD BE SENT TO

Janet Guthrie

janetguth@gmail.com

Tel: 340-690-1373

OUR ART DEPARTMENT CAN DESIGN YOUR AD FOR AN ART FEE OF \$85.

PAYMENT

Please make check payable to:

ABMT, INC.

Mail check to: ON THE EDGE MAGAZINE c/o Jimmy Loveland
6616 Estate Nadir
St. Thomas, VI 00802

Advertiser _____

Address _____ Date _____

Phone _____ Fax _____ Email _____

Advertiser Signature _____

Please make check payable to: ABMT, INC.

NOTE: Write "ON THE EDGE" in the "For" line, left hand bottom of check.

Ad Size _____

Art Charge _____

Position _____

TOTAL _____

Price _____

Date Due _____



**THE MAGAZINE THAT REACHES FISHERMEN, LOCALS AND TOURISTS EVERYWHERE
WHILE BENEFITTING OUR MARINE VOCATIONAL PROGRAM (MVP)!**