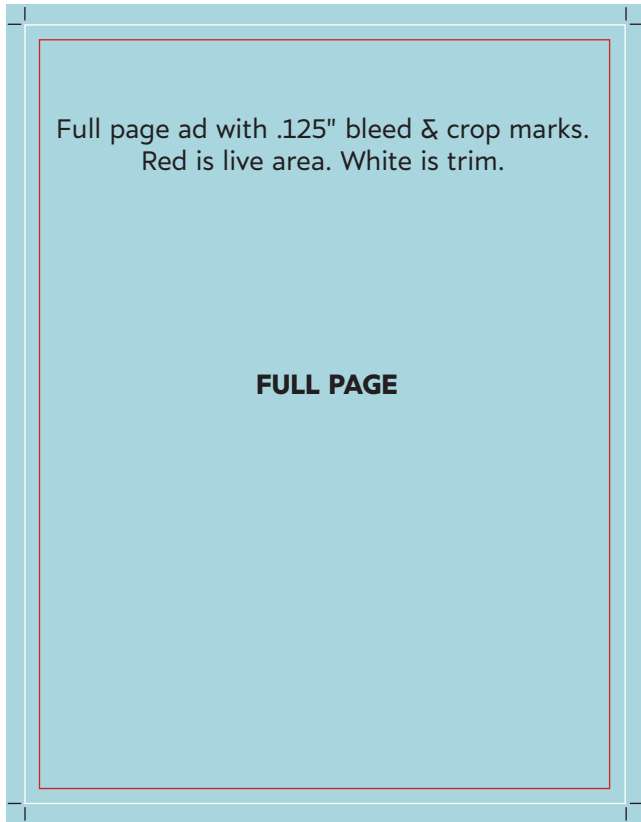


# The Bermudian RATES + SPECS 2021



## ADVERTISING RATES

| SIZE      | 1X    | 4X (ONE YEAR) |
|-----------|-------|---------------|
| Full page | 2,199 | 2,045         |
| 2/3 page  | 1,735 | 1,600         |
| 1/2 page  | 1,208 | 1,125         |
| 1/3 page  | 945   | 875           |
| 1/6 page  | 560   | 520           |

## PREMIUMS & COVERS

|                    |         |
|--------------------|---------|
| Outside Back Cover | \$4,700 |
| Inside Front/Back  | \$2,590 |
| Premium placements | +20%    |

## SPECIALTY ITEMS

Reprints, electronic reprint rights, inserts, special colours and additional services are available upon request.

## MECHANICALS

### FULL PAGE

Live area: 7.25" x 9.75"  
Trim size: 8.5" x 11"  
Bleed: 8.75" x 11.25"

### 1/3 PAGE

Vertical: 2.25" x 9.75"  
Square: 4.75" x 4.75"

### 2/3 PAGE

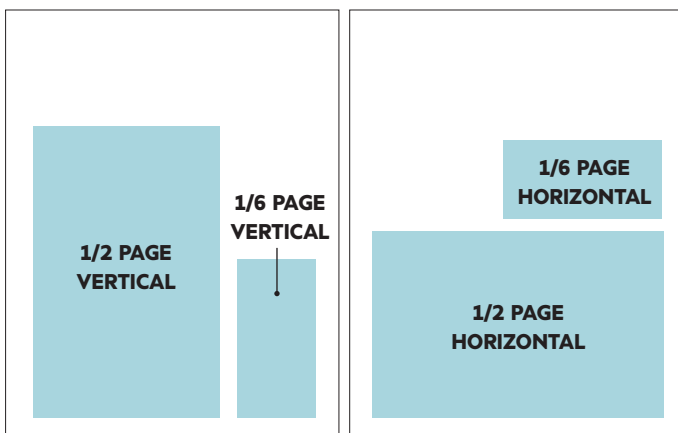
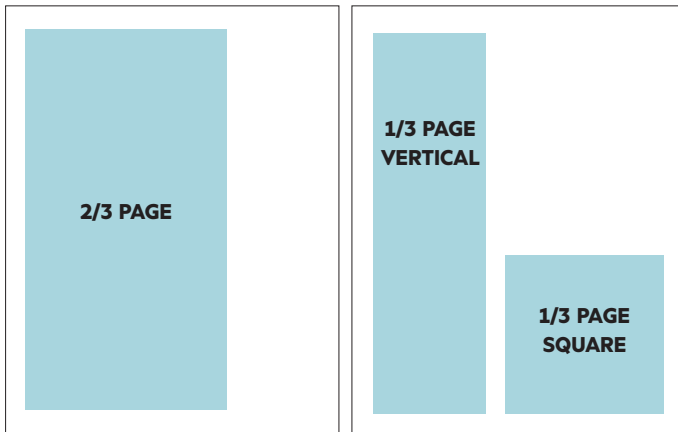
Vertical: 4.75" x 9.75"

### 1/6 PAGE

Vertical: 2.25" x 4.75"  
Horizontal: 4.75" x 2.25"

### 1/2 PAGE

Horizontal: 7.25" x 4.75"  
Vertical: 4.75" x 7.25"



## AD FORMAT

- 1 Our preferred format to receive artwork is a high resolution Adobe Acrobat PDF.
- 2 All fonts must be embedded and all art must be 300dpi and converted to CMYK. We cannot be held responsible for errors in incorrectly created files.
- 3 Other MAC compatible formats—including packaged InDesign files, Illustrator eps (fonts converted to outlines) and Photoshop tiff, eps or jpg—may be accepted but print quality cannot be guaranteed.
- 4 No True Type fonts will be accepted.
- 5 All images must be saved at 300dpi and saved as CMYK.
- 6 Special spot colours are available on request and will carry a surcharge.
- 7 Full page ads should include a .125" bleed and crop marks. All ads smaller than a full page do not need crop marks.