

NEBRASKA MORTAR & PESTLE

Nebraska Pharmacist Association

6221 South 58th Street • Suite A • Lincoln, Nebraska 68516
(402) 420-1500 • Fax (402) 420-1406 • www.npharm.org • E-mail - M&P@npharm.org

ADVERTISING RATES AND SPECIFICATIONS

PUBLICATION:

Nebraska Mortar & Pestle published every other month or every even # month by the Nebraska Pharmacists Association.

RATE SCHEDULE	1x	4/6x	12x		
1 Full Page	375	365	340	Each additional color per page	\$120
1/2 Page	265	245	230	Matched ink colors per page	\$150
1/4 Page	210	185	170	Process color, per page	\$625
				No metallic inks	

SEND REPRODUCTION MATERIAL TO:

Nebraska Mortar & Pestle
Norfolk Printing Co.
P.O. Box 278
Norfolk, NE 68702-0278

FOR ADVERTISING CONTACT:

Nebraska Pharmacists Association
6221 South 58th Street, Suite A
Lincoln, NE 68516
(402) 420-1500

MECHANICAL SPECIFICATIONS:

PRINTING PROCESS: Offset

REPRODUCTION REQUIREMENTS:

Negatives - right reading emulsion side down. All material must have trim marks and color clearly indicated. Color separations and progressive proofs required for color ads

HALFTONES: 133 Line Screen

BINDING: Saddle stitched

SPACE AND MATERIAL CLOSING DATE:

Space reservations and materials must be received by the 10th of the odd month preceding issue even month.

DISPOSITION:

All materials destroyed after one year except when notified.

INSERT SIZES (in inches):

2 page - 11½" x 11½" (with 2½" flap)

4 page - 12" x 18" (folded with ½" lip)

Bind-in-Card - minimum 3½" flap

AD PRINT AREA:

Full page bleed dimensions: 8¾" X 11¼"

Trim dimensions: 8½" x 11"

Verticle Horizontal

1 page

1/2 Page

1/4 Page

BLEED

10% of space charge. Gutter Bleed: No charge.

Spread Bleed: 10% of space charge for each page.

Oversize print material: Bleed rates apply.

NO PREFERRED POSITION AVAILABLE

PRE-PRINTED INSERTS:

2 page (single sheet)

4 page (double sheet)

SPECIFICATIONS FOR ELECTRONIC PREPRESS:

WINDOWS FORMAT:

Acceptable Native Applications

- Adobe InDesign
- Adobe Pagemaker (version 7 or earlier)
- Adobe Photoshop
- Corel Draw (version 9 or earlier)
- Microsoft Publisher
- Microsoft Word

ACCEPTABLE FILE FORMATS:

Spot Color Logos -

- .Eps files (with spot colors specified in file)
- .pdf

Process Color Logos -

- .Eps
- .Tiff
- .Jpeg

HARD EDGE LOGOS should be vectorized as .cdr, .eps, .ai

BITMAPS (Photographs, logos with shading, etc.)

Should be at least 300 dpi at the size it will print.

Please submit a hard copy (print out of your file) with your disk so that we may compare our results with yours.

If you have any questions, please call (402) 371-0620 or email: rfalter@norfolkprintingco.com

E-MAIL ADDRESSES:

General: dhays@norfolkprintingco.com

Quote or Billing information: rfalter@norfolkprintingco.com

drose@norfolkprintingco.com

npcjobs@cableone.net

NO DISCOUNTS, NO COMMISSIONS