



Life CHESAPEAKE

According to a recent survey, *Chesapeake Life* audiences "use *Chesapeake Life* to find events and towns to visit, learn about unique people in our area and find new places to shop, eat and entertain on the Eastern Shore."

Advertising in *Chesapeake Life* gives your company a distinct advantage in reaching a targeted audience that thoroughly enjoys living along the Chesapeake Bay and that takes advantage of all this region has to offer. Your ads reach an audience of over 60,000 who are well-to-do. In fact, the majority reports an average household income of \$174,400. *Chesapeake Life* delivers an enthusiastic and active consumer.

Stories in *Chesapeake Life* focus on the unique character of the area from watermen to antique collectors, sailors to artists and every walk of life in between. Editorial is riveting and informative and most users spend over 40 minutes with the print edition.

Online audiences rely heavily on the Internet for travel planning, restaurant reviews and shopping ideas.

The print edition is published seven times a year and chesapeakelifemag.com is updated constantly driving new users to the site every day.

In a 2007 IRMA awards program, *Chesapeake Life* won 2 gold medals and 3 silver medals for excellence in editorial, design and photography.



Phone 443-451-6023
Fax 443-451-6025
chesapeakelifemag.com

Please submit ad materials to
ads@chesapeakelifemag.com

PUBLICATION DATES

issue	issue date	reservation & materials due
January/February 2008	December 28, 2007	November 14, 2007
March/April 2008	February 19, 2008	January 9, 2008
May/June 2008	April 22, 2008	March 12, 2008
July/August 2008	June 17, 2008	May 7, 2008
September/October 2008	August 19, 2008	July 9, 2008
November 2008	October 14, 2008	September 3, 2008
December 2008	November 18, 2008	October 8, 2008



1040 Park Avenue, Suite 200 • Baltimore, MD 21201
410.752.3504 • alteryourview.com

ADVERTISING RATES

		7x	6x	5x	4x	3x	open
FULL COLOR	FULL PAGE	\$2260	\$2545	\$2890	\$3220	\$3485	\$3865
	2/3 PAGE	1940	2170	2430	2690	2870	3155
	1/2 PAGE	1655	1855	2050	2210	2430	2725
	1/3 PAGE	1345	1505	1695	1875	2050	2290
	1/6 PAGE	770	860	1010	1145	1335	1585
BLACK & WHITE	FULL PAGE	\$1805	\$2050	\$2300	\$2520	\$2745	\$3075
	2/3 PAGE	1460	1635	1830	2015	2185	2550
	1/2 PAGE	1115	1250	1375	1485	1670	1930
	1/3 PAGE	800	900	1000	1080	1225	1390
	1/6 PAGE	495	550	630	710	790	935
COLOR COVER PREMIUM POSITION	INSIDE FRONT/BACK	\$2730	\$3065	\$3585	\$4058		
	BACK COVER	3080	3450	3950	4330		

*Preferred placement: 10% additional, 1/3 page or larger, subject to availability.
 †One additional color \$300. Above rates are per insertion, not annual schedule.
 Rates shown are gross rates. Advertising is billed net.

ONLINE ADVERTISING RATES

HOME PAGE	TILE (120 x 60 pixels)	
	1 month	\$250
	3 months	650
INSIDE PAGE	RECTANGLE (300 X 250 pixels)	
	1 month	\$325
	3 months	825
INSIDE PAGE	BANNER (468 x 60 pixels)	
	1 month	\$150
	3 months	400
INSIDE PAGE	SKYSCRAPER (160 x 600 pixels)	
	1 month	\$250
	3 months	650
INSIDE PAGE	RECTANGLE (300 x 250 pixels)	
	1 month	\$250
	3 months	650



SIZE SPECIFICATIONS

FULL PAGE (bleed size)	8 3/8 x 11 1/8
FULL PAGE (trim size)	8 1/8 x 10 7/8
FULL PAGE (live copy area)	7 x 10
2/3 PAGE	4 5/8 x 10
1/2 PAGE (vertical)	4 5/8 x 7 1/2
1/2 PAGE (horizontal)	7 x 4 7/8
1/3 PAGE (vertical)	2 1/4 x 10
1/3 PAGE (horizontal)	4 5/8 x 4 7/8
1/6 PAGE (vertical)	2 1/4 x 4 7/8
1/6 PAGE (horizontal)	4 5/8 x 2 3/8

PRINTING SPECIFICATIONS

The Alter Magazine Group uses QuarkXpress 6.0 for Macintosh computers to produce ads. Please supply ads on CDs, via email or FTP. Use "Collect for Output" under the QuarkXpress "File" Menu or other pre-flight software to gather all items used in the ad. Include all fonts used in the ad — both printer and screen fonts. Images used in ads must have effective resolutions of at least 300 dpi. All files should be CMYK color. We cannot accept veloxes or film.

Ads can be accepted as high resolution, press-optimized PDFs. Files made from InDesign must first be postscripted before being made into a PDF. Ads supplied to the Alter Magazine Group in PC formats, other than QuarkXpress, may not be able to be pre-flighted in-house. Alter Magazine Group cannot guarantee final quality of these ads.

All four color ads should be supplied with a color proof.

Production questions should be directed to Heidi Traband at 443-451-0711.

FTP INSTRUCTIONS

ftp://intranet.jewishtimes.com
 username: ftpalter
 password: alter

Upload file to the "Incoming" folder in the appropriate Alter Magazine Group folder.