

## Magazine Ads

	1x	4x	8x	12x
Full Page	496	422	397	372
1/2 Page	293	249	235	220
Full Column	216	184	173	162
1/3 Page	202	172	162	152
1/4 Page	150	127	120	112
1/2 Column	109	93	87	82
4 Column Inches	88	75	71	66
3 Column Inches	67	57	54	50

### Flyers/Inserts

Weight Not Over:	1x	4x
.5 ounces	597	519
1.0 ounces	654	569
1.5 ounces	803	698
2.0 ounces	860	748
2.5 ounces	1056	918

### CD Demo Inserts

Weight Not Over:	1x	4x
.5 ounces	782	680
1.0 ounces	840	730
1.5 ounces	987	858
2.0 ounces	1044	908
2.5 ounces	1240	1078

**FLYERS/INSERTS:** Flyers and Inserts are NOT bound to the publication but placed within the publication. Rates for Inserts are based upon weight and should not exceed 8 3/8" X 11" in dimensions. **Bound Inserts** are available. Bound inserts are stapled into the center of the publication. Only 4-page inserts (11" x 17" sheet folded in half) are available, giving you a center-page spread. Inserts are exclusive to one advertiser per issue. Rate is based upon weight. Use rates for Flyers/Inserts above and add \$300 to the applicable rate. Inserts must be preprinted and shipped to our printer by press date. Call for more information.

**CD DEMO INSERTS:** Above rates are for our monthly circulation of 1500. A 4x insertion (6000 total demos) reaches our entire database and includes all commercials stations in the US. Packaging must meet specific requirements.

**ARTWORK SPECIFICATIONS:** Electronic ads should meet the dimensions designated on the accompanying layout page. If additional production is required to make an ad fit properly, charges may apply. Electronic ads should be sent as a PC formatted EPS or PDF file, black & white, 300dpi resolution. The full-page live area is 8.5 by 11 inches (if bled, add 1/4 inch on all sides for trim).

**COLOR:** Black and white is standard for all ads. Additional colors are available. Call for more information.

**TERMS/COMMISSIONS:** Terms are net 30 days from invoice date for established accounts. Otherwise, please include payment with your order. A 15% commission is extended to Red Book agencies for full-page ads only. Commissions do not apply to "in house" agencies.

**CIRCULATION:** **Radio And Production** is published monthly and usually distributed on the week prior to the first of each month. Circulation is 6000 over a 4-month period (1500/month) and rotates to reach ALL COMMERCIAL STATIONS over each four-month period. Therefore, a minimum 4X run is highly recommended. Station groups (multiple stations at same address) count as one station. Circulation also covers several production houses throughout the US, Europe, Canada, and other countries.

## DIMENSIONS

Full Page: 8 1/2" x 11" (add 1/4-inch trim on all sides)

- 1 -- 1/3 page Horizontal - 3 1/4" (h) x 7" (w)
- 2 -- Full Column - 10" (h) x 2 1/4" (w)
- 3 -- 4 Inch Column - 4" (h) x 2 1/4" (w)
- 4 -- 3 Inch Column - 3" (h) x 2 1/4" (w)
- 5 -- 1/3 Page Vertical - 5" (h) x 4 5/8" (w)
- 6 -- 1 Column Inch - 1" (h) x 2 1/4" (w)
- 7 -- 2 Column Inches - 2" (h) x 2 1/4" (w)
- 8 -- Half Column - 5" (h) x 2 1/4" (w)
- 9 -- 1/2 Page Vertical - 7 1/2" (h) x 4 5/8" (w)
- 10 -- 1/4 Page Horizontal - 3 1/2" (h) x 4 5/8" (w)
- 11 -- 1/2 Page Horizontal - 5" (h) x 7" (w)

# 1

**1/3 page Horizontal**  
7" (w) x 3 1/4" (h)

# 2

**Full Column**  
10"(h) x 2 1/4" (w)

# 3

**4 Inch Column**  
4" (h) x 2 1/4" (w)

# 4

**3 Inch Column**  
3" (h) x 2 1/4"

# 5

**1/3 Page Vertical**  
5" (h) x 4 5/8" (w)

# 6

**1 Column Inch**

# 7

**2 Column Inches**

# 8

**Half Column**  
5" (h) x 2 1/4" (w)

# 9

**1/2 Page Vertical**  
7 1/2" (h) x 4 5/8" (w)

# 10

**1/4 Page Horizontal**  
3 1/2" (h) x 4 5/8" (w)

# 11

**1/2 Page Horizontal**  
5" (h) x 7" (w)

# RADIO AND PRODUCTION

## Producer's Market Advertising

One low price gets your **Producer's Market** ad in *RAP Magazine* AND on the *RAP* website! And *RAP* members receive an additional **15% discount!**

The *Producer's Market* is perfect for advertising **Imaging/Commercial Production, Production Libraries, Voiceover Services, Copywriting, and any other product or service targeted to radio/audio production professionals.**

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**Producer's Market** ads in *RAP* magazine are available in 1, 2, 3, and 4-inch column sizes. Supply your own artwork, or let us prepare your ad for you. (\$50-\$75 fee for preparing ads. Can include logo if supplied.)

<b>Producer's Market Advertising</b>	<b>1x</b>	<b>4x</b>	<b>8x</b>	<b>12x</b>
4 Column Inches	\$73	62	58	54
3 Column Inches	61	52	49	46
2 Column Inches	47	40	38	36
1 Column Inch	33	28	26	25

**Print ad specs:** 2 ¼ inches wide by 1, 2, 3 or 4 inches high. Electronic ads should be sent as a TIF or PDF file, black & white, 300dpi resolution

**Website ad specs:** 600 x 160 pixels (horizontal) maximum.

**Producer's Market** advertising is payable in advance. Terms available for established accounts. All major credit cards accepted.

# RADIO AND PRODUCTION

## Website Ads

The rates below are for site-wide ads (ads will show on every page).

Website Advertising	1x	3x	6x	9x	12x
Small (190 x 75)	25	22	21	20	19
Medium (190 x 150)	50	45	42	40	37
Large (190 x 225)	75	67	63	60	56
Extra Large Banner	100	90	85	80	75

**Ad sizes (in pixels):**

Small: 190w x 75h

Medium: 190w x 150h

Large: 190w x 225h

Extra Large Banner: 590w x 75h

The Small, Medium and Large ads are placed on the left or right sides of the pages. The Extra Large Banner ad is placed at the top of the center content area.

**Format:** Ads should be in JPG, GIF or SWF format.

**Maximum File Size:** 40k for GIF/JPG, 60k for SWF.