



FOUR COLOR

SIZE	1x	3x	6x	9x	12x
Spread	\$22,390	\$21,270	\$20,150	\$19,260	\$17,250
Full Page	\$13,435	\$12,760	\$12,090	\$11,555	\$10,350
2/3 Page	\$10,760	\$10,210	\$9,685	\$9,245	\$8,285
Half Page	\$8,075	\$7,665	\$7,265	\$6,955	\$6,215
1/3 Page	\$5,390	\$5,110	\$4,850	\$4,630	\$4,160

COVERS

SIZE	1x	3x	6x	9x	12x
Cover 2	\$16,120	\$15,305	\$14,515	\$13,865	\$12,420
Cover 3	\$15,450	\$14,685	\$13,895	\$13,280	\$11,950
Cover 4	\$17,465	\$16,590	\$16,520	\$15,020	\$13,450

2009 DEADLINES

ISSUE	SPACE RESERVATION
January '09	11/14/08
February	12/11/08
March	1/19/09
April	2/17/09
May	3/20/09
June	4/17/09
July	5/18/09
August	6/19/09
September	7/17/09
October	8/14/09
November	9/18/09
December	10/16/09

PREFERRED POSITION

15 percent premium on an issue by issue basis and 10 percent premium on a contract basis, excluding cover positions.

BLACK & WHITE

SIZE	1x	3x	6x	9x	12x
Spread	\$15,890	\$15,110	\$14,320	\$13,670	\$12,250
Full Page	\$9,535	\$9,065	\$8,590	\$8,200	\$7,350
2/3 Page	\$7,645	\$7,260	\$6,870	\$6,560	\$5,880
Half Page	\$5,735	\$5,445	\$5,170	\$4,935	\$4,425
1/3 Page	\$3,840	\$3,665	\$3,445	\$3,300	\$2,950
1/6 Page	\$2,115	\$2,005	\$1,900	\$1,815	\$1,630

AD CREATION

Full	2/3	1/2	1/3	1/6
\$350	\$300	\$250	\$150	\$75

Includes type with one logo and one image.

- Creation of ads includes a color laser proof and one round of proofing changes.
- An additional \$50 will be charged per change after initial proofing.
- An additional \$100 will be charged for changes made after approval.
- An additional \$100 will be charged for ad materials received after deadline.
- Additional charges will be incurred for resizing, type changes, scans, and other changes.

BLACK PLUS COLOR

Black plus one color—space charge plus \$400

NOTE: All colors are 4-color process; PMS colors will be matched with process colors.

BLEED

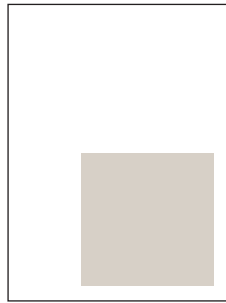
Available on full pages and spreads for a 10 percent premium.

INSERTS/GATEFOLDS

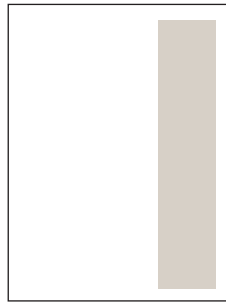
For rate information, contact Sandra Groves at 214.939.3636 x132 or e-mail saundrag@dmagazine.com.

BELLY BANDS

\$29,810 Gross; subscriber copies only.



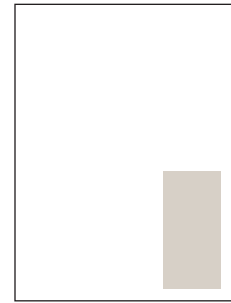
1/3 SQUARE
4 5/8" x 4 5/8"



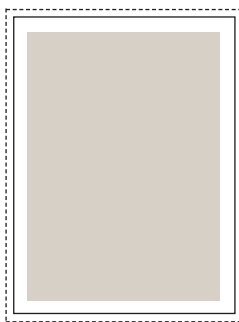
1/3 VERTICAL
2 1/4" x 9 3/4"



1/6 HORIZONTAL
4 5/8" x 2 3/8"

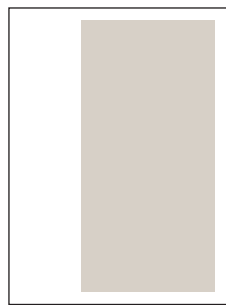


1/6 VERTICAL
2 1/4" x 4 5/8"

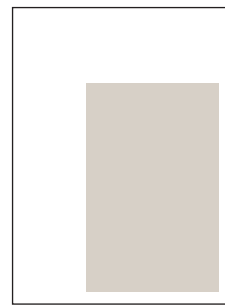


FULL PAGE (LIVE AREA)
7" x 10"

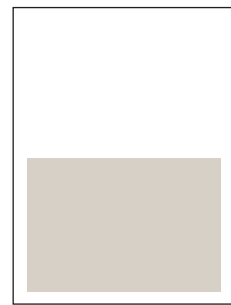
FULL PAGE (BLEED)
8 1/4" x 11"



2/3 VERTICAL
4 5/8" x 9 3/4"



1/2 VERTICAL
4 5/8" x 7 3/8"



1/2 HORIZONTAL
7" x 4 7/8"

MECHANICAL REQUIREMENTS

Digital files only:

- InDesign (with all supporting images and fonts), Illustrator EPS, TIF, or PDF files are accepted.
- All images should be 350 dpi and color as CMYK.
- Please supply a composite proof for color. Without a proof, *D Magazine* is not responsible for the content of your ad.
- Ads created in Microsoft Word, Microsoft Publisher, Power Point, or any PC-based word processing program cannot be accepted.
- Ad recreation is available through *D Magazine's* Art Department at our normal ad production rate.

Magazine trim size:

- 8" x 10 3/4". For bleed allow 1/8" beyond all trim. Keep live matter 1/4" from all trim.
- Magazine format is three-column and is perfect bound.
- Art will be held at *D* for one year from date of use.

FTP site information:

To submit an ad via the FTP site, please go to dmagazine.com and click on the media kit link to the right. Contact dianed@dmagazine.com with any questions about uploading to the FTP site.