

# ABSTRACT PUBLISHING DIMENSIONS FOR PRINTED GUIDEBOOKS

**PRINTED:** Offset

**COPY:** Camera/scanner ready and scaled to size. Photographs and artwork with complete layout and keyline acceptable. Negatives, black and white proofs or plates not required. Ad design, layout and photography available from Abstract Publishing.

**SCREENS:** Available in most variations at nominal cost, normal halftone screens are 133 line.

**REVERSES:** May be used in ad designs.

**DISPLAY AD RATES:** With purchase of a full, three-quarter, half, or quarter page space, the advertiser is listed in a one-eighth space at no additional cost.

## DIMENSIONS IN INCHES

SIZE	WIDTH	DEPTH	RATE
HEADER-FOOTER	3-1/2	1/2	\$15,300
FULL PAGE	3-1/2	9	\$1,720
1/2 PAGE	3-1/2	4-1/2	\$960
1/4 PAGE	3-1/2	2-1/4	\$640
1/8 PAGE	3-1/2	1-1/8	\$240

**PAYMENT:** Must be received before production.

**AGENCY COMMISSIONS:** 15% payable to recognized agencies on space charges.

**ACCEPTANCE:** All advertisers and copy are subject to the approval of the publisher. Per inquiry ads are not accepted. No space may be purchased for resale.

**LAYOUT SERVICE:** Ad Design, Layout and photography available from Abstract Publishing at an additional charge.

**SPECIAL OFFER:** Every display advertiser will receive at no extra cost 60 books. (\$5/each - \$300 retail) Additional Copies may be purchased.

**DISTRIBUTION:** Guidebooks will be distributed at participating stores, services, bookstores, fairs, major hotels and real estate offices.

**ABSTRACT PUBLISHING (.com)**  
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