

GENERAL RATES

Rate Base: 20,000*

4-COLOR

Back cover	\$1,800
Cover 2	\$1,400
Cover 3	\$1,400

BLACK & WHITE

Full page	\$1,000
1/2 page-horizontal	\$600

*Circulation and rates include both print and digital editions. Prices are per issue. Magazine is published 6 times annually; all double issues. No extra charge for color digital-edition ad.

WEBSITE AD RATES

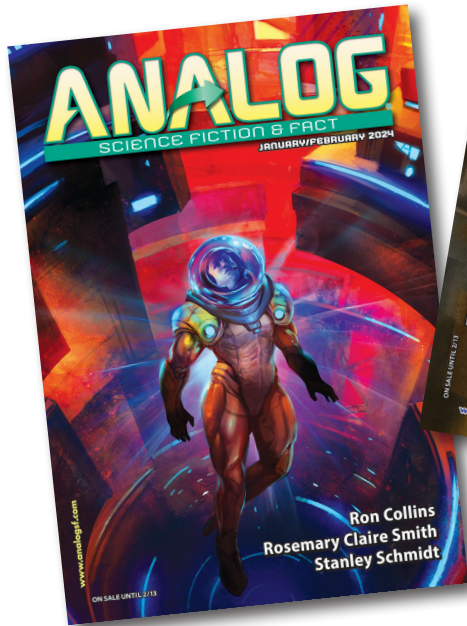
Unique Visitors: 63,000 (yearly)

Web ad (1-month)	\$250
Web ad (3-month)	\$650

AD CLOSING / ON SALE DATES

2024 Issue	Print Ad Closing	Print On Sale	Digital Ad Closing	Digital On Sale
January/February	09/11/23	12/12/23	10/11/23	12/07/23
March/April	11/13/23	02/14/24	12/13/23	02/09/24
May/June	01/15/24	04/09/24	02/14/24	04/04/24
July/August	03/11/24	06/11/24	04/10/24	06/06/24
September/October	05/06/24	08/13/24	06/12/24	08/08/24
November/December	07/08/24	10/15/24	08/14/24	10/10/24

Advertise in Analog & Asimov's!



Enjoy a Savings of 20%

Double Your Reach!

WEBSITE AD RATES

Total Visits: Quarterly: 21,000 Yearly: 63,000

ANALOG WEBSITE

Web ad (1-month)	\$250
Web ad (3-month)	\$650

Combined Total Visits Yearly: 164,000

ANALOG & ASIMOV'S WEBSITES

Web ad (1-month)	\$400
Web ad (3-month)	\$1,200

DISPLAY AD RATES

Combined Rate Base Total: 37,000

4-COLOR	ANALOG ONLY	ANALOG/ ASIMOV'S
Back cover	\$1,800	\$3,240
Cover 2	\$1,400	\$2,520
Cover 3	\$1,400	\$2,520

BLACK & WHITE

Full page	\$1,000	\$1,800
1/2 page-horizontal	\$600	\$1,080

Circulation and rates include both print and digital editions. Prices are per issue. Magazine is published 6 times annually; all double issues. No extra charge for color digital-edition ad.

Payments

All ads must be prepaid. Make check or money order payable to Dell Magazines. We accept Visa, MC, AMEX and Discover. To pay by credit card please contact our Advertising Sales Department. Payments must be in U.S. funds.

AD SIZES

Magazine trim size is 5.875 x 8.5 in.

DISPLAY AD SIZES	LIVE/SAFETY	BLEED
Cover 2	5.125 x 7.75	6.375 x 9.0
Cover 3	5.125 x 7.75	6.375 x 9.0
Back cover	5.125 x 7.75	6.375 x 9.0
Full page	5.062 x 7.75	6.375 x 9.0
1/2 page-horizontal	4.875 x 3.75	n/a

WEBSITE AD SIZES

Web ad	280 x 230 pixels
Animated ad (.gif)	300 x 250 pixels

Actual website ad size
280 x 230 px

PRINT/DIGITAL SPECS

Accepted Formats: Press Quality-PDF[†], EPS, JPG

Fonts: All fonts should be embedded or saved as outlines

Color Images (Cover):

For print: All covers must be CMYK, 1200 dpi, embedded

For digital: RGB, 600 dpi, embedded

Black/White Images (Interior):

For print: Interior pages must be grayscale, 1200 dpi, embedded

For digital: Grayscale, 600 dpi, embedded

†PDF Settings

GENERAL:

Compatibility: Acrobat 4 (PDF 1.3)

Options: Optimize for Fast Web View

COMPRESSION:

Color Images: Do Not Downsample; Compression: Zip

Grayscale Images: Do Not Downsample; Compression: Zip

Monochrome Images: Do Not Downsample; Compression: CCITT Group 4

Select 'Compress Text and Line Art'

Deselect 'Crop Image Data to Frames'

MARKS AND BLEED:

For Print:

Select 'Crop Marks' and 'Page Information'

Type: Default; Weight: 0.25 pt; Offset: 0.25 in (1p6)

Bleed: 0.25 in (1p6) all around

Select 'Include Slug Area'

For Digital: None

OUTPUT:

Color Conversion: No Color Conversion

Profiles Inclusion Policy: Don't Include Profiles

ADVANCED:

Transparency Flattener Preset: High Resolution

WEBSITE AD SPECS

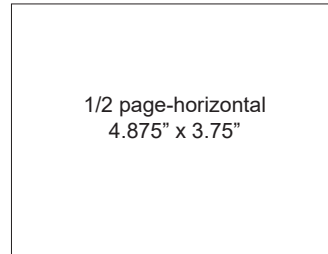
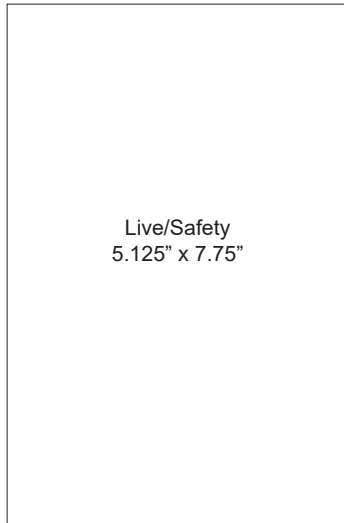
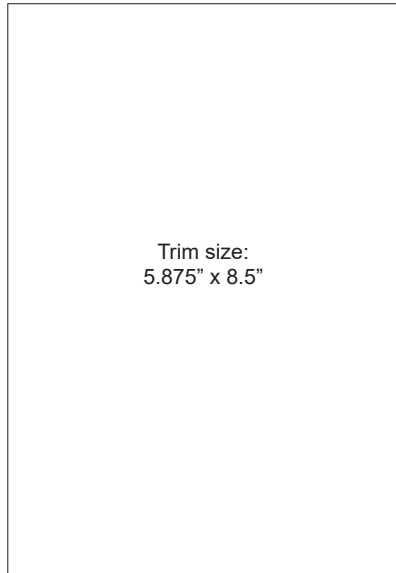
Format: JPG, PNG or GIF

Images: RGB full color, or grayscale, 300 dpi

URLs: Provide URL links separately with instruction

Ad will be displayed on the homepage with a link to your website or other URL if provided.

RELATIVE AD SIZES



*Scaled to fit page.
Not actual size.*

ADVERTISING TERMS & CONDITIONS

- A. All advertisements are accepted and published upon the representation that the advertiser and/or advertising agency are authorized to publish the contents and subject matter thereof. In consideration of the publication of advertisements, the advertiser and/or advertising agency will indemnify and save Penny Publications, LLC, harmless from and against any loss or expense arising out of publication of such advertisements; including, without limitation, those resulting from claims or suits for libel, violation of right of privacy, plagiarism or copyright infringements.
- B. Penny Publications, LLC, shall not be subject to any liability whatever for any failure to publish or circulate all or any part of any issue or issues because of strikes, work stoppages, accidents, fires, acts of God or any circumstances not within the control of Penny Publications, LLC.
- C. The maximum liability assumed by Penny Publications, LLC, for any display advertisement is the total amount paid by the advertiser and/or advertising agency for the ad. The advertiser and/or advertising agency indemnifies Penny Publications, LLC, against all costs exceeding this amount. No adjustment will be made for errors that do not materially affect the value of the advertisement.
- D. Penny Publications, LLC, reserves the right to reject or cancel any advertising, for any reason, at any time. We also reserve the right to request any advertiser to submit literature and/or merchandise prior to acceptance of advertisement.
- E. Errors must be reported to Penny Publications, LLC, upon the publication of the first issue in which the advertisement is scheduled to appear. Penny Publications, LLC, will not be responsible, nor will any credits be given, for advertising errors not reported after publication of the first issue.
- F. Position requests are not accepted. Advance proofs of ads are not submitted. Also, Penny Publications, LLC, will not be bound by other conditions, printed or otherwise, appearing on contracts, orders, or copy instructions that conflict with the provisions of the corresponding rate card.
- G. All rates are subject to change with thirty (30) days notice. All ads must be prepaid. If a website ad is cancelled, credit will be based on duration period. Make check or money order payable to Dell Magazines. Canadian ads must be paid in U.S. funds. There is a \$30 charge for returned checks. We accept Visa, MasterCard, American Express, and Discover. Cancellations and copy changes are accepted only in writing and must be received on or before the closing date of scheduled issues.