



## NET ADVERTISING RATES PER ISSUE: THE SCOPE

Size	1X	4X
Covers	\$2,300	\$1,850
Full Page	\$1,350	\$1,100
1/2 Page	\$850	\$700
1/3 Page	\$750	\$625
1/4 Page	\$675	\$575
1/6 Page	\$600	\$500

Covers include: inside front cover, inside back cover and back cover.  
All rates are for full-color advertisements.

## SPECIFICATIONS: THE SCOPE

Page Size	8.375" x 10.875" (trim)
Back Cover	8.375" x 8.3"
Full Page	8.375" x 10.875"
1/2 Page (Horizontal)	7.875" x 4.937"
1/2 Page (Vertical)	3.875" x 10"
1/3 Page Block	5.187" x 4.937"
1/4 Page Block	3.875" x 4.937"
1/6 Page (Vertical)	2.5" x 4.937"
Bleeds	Add 0.125"

Full-page ads are intended to bleed off the page, please include an additional 0.125" of bleed area on each edge. Please keep all important art and copy inset at least 0.25" from the page edge.



## DIGITAL FILE REQUIREMENTS

Submit all artwork in Mac-based program - Adobe InDesign  
Illustrator  
Photoshop

We accept PDF files, press optimized.

Please use Acrobat Distiller to create your PDF.

Graphics should be set at a minimum resolution of 300 dpi.

All colors must be created as process colors/CMYK.  
Ads can be emailed to: [thescope@nfdma.com](mailto:thescope@nfdma.com).

## PAYMENT TERMS

Make checks payable to:  
NFDMA, Inc.

American Express, MasterCard or Visa accepted

## Publishing Information

EM Designs Group is the official publisher of The Scope

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