

Rock & Gem seizes every opportunity to support people with an interest in rocks, gems, minerals, fossils, and lapidary work.

Serving the community since 1971, Rock & Gem is a trusted source of information, inspiration, opportunity, and entertainment. A highly engaged audience interacts with Rock & Gem through print, online, and social media platforms.

Rate Card

<i>4-Color</i>	<i>1X</i>	<i>6X</i>	<i>12X</i>
Full-Page	\$1,750	\$1,575	\$1,450
2/3 Page	\$1,200	\$1,075	\$950
1/2 Page	\$900	\$810	\$750
1/3 Page	\$775	\$725	\$640
1/4 Page	\$600	\$540	\$480
1/6 Page	\$410	\$370	\$340
Classified	\$80	\$70	\$50
Shopper	\$120	\$100	\$75
Double Shopper	\$210	\$165	\$130
Business Card	\$220	\$175	\$150
Double Business Card	\$385	\$305	\$260
Cover 2	\$2,100	\$1,890	\$1,750
Cover 3	\$1,900	\$1,700	\$1,575
Cover 4	\$2,300	\$2,075	\$1,900
2 Pg Spread	\$2,700	\$2,500	\$2,300



Rock & Gem honorably serves as the preferred magazine of the American Federation of Mineralogical Societies, which serves tens of thousands of club members nationwide.

Schedule

<i>Cover Date</i>	<i>Materials Due Date</i>	<i>Approximate Date print issue is Delivered</i>	<i>Dealer Only On Sale Date</i>	<i>Digital Issue Release Date</i>	<i>On Sale Date</i>
February	12/03/20	01/04/21	01/10/21	01/15/21	01/19/21
March	01/07/21	02/01/21	02/14/21	02/19/21	02/23/21
April	02/04/21	03/01/21	03/14/21	03/19/21	03/23/21
May	03/04/21	04/01/21	04/11/21	04/16/21	04/20/21
June	04/08/21	05/03/21	05/16/21	05/21/21	05/25/21
July	05/06/21	06/01/21	06/13/21	06/18/21	06/22/21
August	06/03/21	07/01/21	07/11/21	07/16/21	07/20/21
September	07/08/21	08/02/21	08/15/21	08/20/21	08/24/21
October	08/05/21	09/01/21	09/12/21	09/17/21	09/21/21
November	09/02/21	10/04/21	10/10/21	10/15/21	10/19/21
December	10/07/21	11/01/21	11/14/21	11/19/21	11/23/21
January	11/04/21	12/01/21	12/12/21	12/17/21	12/21/21

ADVERTISING MECHANICAL REQUIREMENTS

8 X 10.75 MAGAZINE SPECS

TWO-PAGE SPREAD

- Live Area** - All text and images not intended to bleed must be kept 1/4" from final trim
- Trim Size** - 16 X 10.75 (doc set-up)
- Bleed** - 16.25 X 11 (Allow .25" for content in gutter)

FULL PAGE & COVERS

- Live Area** - 7 X 9.75
- Trim Size** - 8 X 10.75 (doc set-up)
- Bleed** - 8.25 X 11 (.125 all sides)

FRACTIONAL SIZES

- 2/3 Page** - 4.58 x 9.75
- 1/2 Page** - 7 x 4.75
- 1/3 Page** - 4.52 x 4.75 (square) or
2.22 x 9.75 (vertical)
- 1/4 Page** - 3.41 x 4.75
- 1/6 Page** - 4.52 x 2.22 (square) or
2.22 x 4.75 (vertical)
- Shopper/Classified** - 2.259" x 3.1" - Fixed
- Double Shopper** - 4.4941" x 3.1" (Horizontal only)
- Business card** - 3.5" x 2"
- Business card (Double)** - 7.2453 x 2 (Horizontal only)

FILE TRANSFER PROTOCOL

IP Address - ftp://ftp2.beckett.com
User Name - advertising
Password - ads1211

- Label files with company name and Magazine and place in Magazine folder
- Stuff all files when using FTP or email.
- Please fax/e-mail a proof stating that the file has been uploaded to our site.

FAX: (972) 991 8930
Or email a low resolution PDF Proof to
vipinm@egmediamags.com

COMPLETED DIGITAL AD SPECS

ELECTRONIC DOCUMENT SUBMISSION

Our preferred file format is a high resolution PDF (PDF/X-1a) that includes bleed. InDesign are accepted for ad layout. Any other Application is not considered a "ready-for-output" or CTP ad.

If you are creating an ad in InDesign which includes a bleed, the document setup must be 7.75 10.5, then pull the 1/8 inch bleed out. Include laser copies or color proofs with ALL ads. It's the only way we can make sure your ad gets printed correctly. We are unable to guarantee the accuracy of your output if you do not send along a color laser proof.

IMAGES

Make sure you've included all placed art (TIFF, EPS files, etc.) with your job. Images should be 300 DPI at a minimum. Make sure all graphics have been sized down in the original application and not in the layout program. Make sure they are all placed at 100% in your layout document. If you are saving as an EPS file out of Photoshop, do not select the JPEG "Encoding" option; use Binary. This is on the 2nd line of the save box. Update your file. Are all your imported images updated? A modified image might not update as you planned and can sometimes be overlooked if it's tucked away in a corner of your document. If extensive, we may charge you for this task. It takes time to update, show and replace artwork.

FONTS

Make sure you've included all screen and printer fonts. When using Illustrator, please outline all fonts. We do not accept Truetype fonts. All Truetype fonts must be converted to outlines in your application.

InDesign has "Package" option. There are applications available, such as Flight check, that will collect the fonts as well.

COLORS

Convert your colors to CMYK. Please convert your spot colors in Photoshop in the "Edit Color's" dialog box. Please remove all unused spot colors from Illustrator files before placing them into layout program. Do this though the Custom Color dialog box; otherwise, Illustrator places them all into your layout program, even if you didn't use them.

For more information, contact **VIPIN MARWAHA** today!

Vipin Marwaha - Ad Traffic Coordinator

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