

MECHANICAL SPECIFICATIONS

GENERAL RATE POLICY

CMYK colors are \$510 per color
 Pantone (PMS)/metallic colors: \$615 per color
 Advertising, digital output/design done on a cost basis
 Agency commission: 15%
 Short rates: If number of units published is less than contracted then all published ads will be rebilled accordingly
 Combination rates: All rates earned by number of inserts in one year.
 Issue closing/order cancellation: Tea & Coffee Asia is published quarterly (in Feb., May., Aug., and Nov.) Closing is the first week of the month prior to publishing.
 All cancellations must be made at least 4 weeks prior to closing.

OFFSET PRINTING SPECIFICATIONS

Digital Files Required
 Acceptable formats: .pdf; .jpg; .tiff; .ai; .eps
 Send files on CD to our mailing address, or by ftp upload.

FTP UPLOAD

ftp://02e07cc.netsolhost.com
 user name: teacoffeeasia2
 password: anthony
 (send email to snt@octobermutimedia.com when file is uploaded)

SHIPPING

To avoid import duties, taxes, storage and handling fees, please send all CD's, DVD's, film and preparing inserts through well-known commercial carrier. Mark all packages "DOCUMENTS, NO COMMERCIAL VALUE." Shipper is responsible for all import duties, taxes, storage and handling charges incurred.



ADVERTISING RATES

	REGULAR BILLING		PREPAID RATES		
	1-3 times	4 times	1 time	2 times	5 times
Full Page	\$4,790 ea.	\$4,310 ea.	\$3353	\$2874 ea.	\$2156 ea.
2/3 Page	\$4,550	\$4,100	\$3185	\$2730	\$2048
Island 1/2	\$4,310	\$3,880	\$3017	\$2586	\$1940
1/2 Page	\$4,070	\$3,660	\$2849	\$2442	\$1832
1/3 Page	\$3,590	\$3,230	\$2513	\$2154	\$1616
1/4 Page	\$3,110	\$2,800	\$2177	\$1866	\$1400
1/6 Page	\$2,630	\$2,370	\$1841	\$1578	\$1184
1/8 Page	\$2,160	\$1,940	\$1512	\$1296	\$972

Black & White : 30% discount on above rates
 (Please contact us for price in Euros or Pounds)

Special Position: Cover 2 +20%; **Cover 3** and **Opposite Cover 2** +15%; **Cover 4** +25%

DISPLAY AD DIMENSIONS FOR TEA&COFFEE ASIA

Trim Size:	216 x 283	81/4 x 1013/16
Unit	Millimeters	Inches (width x height)
2P Spread (full bleed)	428 X 283	16 3/4 X 11 1/8
2p Spread (non-bleed)	420 X 276	16 1/2 X 10 7/8
Full Page (Full Bleed)	216 X 281	8 1/2 X 11 1/8
Full Page (non-bleed)	210 X 272	8 1/4 X 10 7/8
2/3 Page	115 X 254	4 1/2 X 10
Island 1/2	115 X 191	4 1/2 X 7 1/2
1/2 Vertical	89 X 254	3 1/2 X 10
1/2 Horizontal	178 X 124	7 X 4 7/8
1/3 Island	115 X 124	4 1/2 X 4 7/8
1/3 Vertical	57 X 254	2 1/4 X 10
1/3 Horizontal	178 X 83	7 X 3 1/4
1/4 Vertical	86 X 124	3 3/8 X 4 7/8
1/4 Horizontal	178 X 61	7 X 2 3/8
1/6 Vertical	57 X 124	2 1/4 X 4 7/8
1/6 Horizontal	112 X 64	4 3/8 X 2 1/2
1/8 Vertical	86 X 61	3 3/8 X 2 2/8
1/8 Horizontal	178 X 35	7 X 1 3/8