

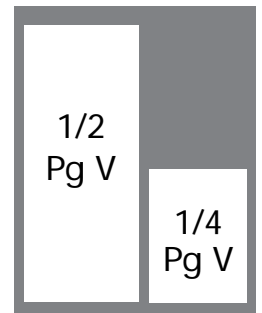
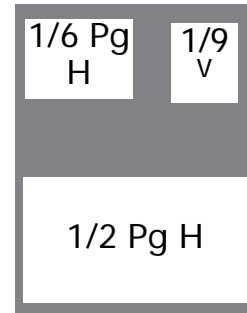
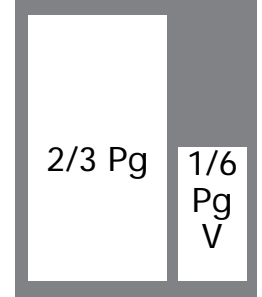
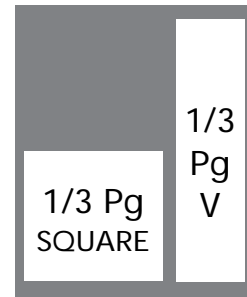
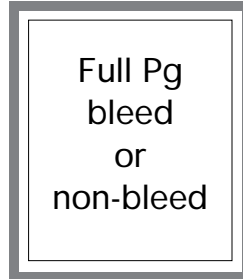
ALL PUBLICATIONS

FanCorp utilizes all-digital, direct-to-plate formatting

Binding: Saddle-stitch (NOTE: PBR Built Ford Tough World Finals Program is perfect-bound)

Printing: Sheetfed

Space Units	Width	Depth
One page non-bleed	7.125"	9.875"
2/3 page (V)	4.712"	9.875"
1/2 page (H)	7.125"	4.875"
1/2 page (V)	3.5"	9.875"
1/3 page square	4.712"	4.875"
1/3 page (V)	2.325"	9.875"
1/4 page (V)	3.5"	4.875"
1/6 page (V)	2.325"	4.875"
1/6 page (H)	3.5"	3.185"
Special 1/9 display (V)	2.325"	3.185"
Banner ad—strip across bottom	7.125"	1.75"
Bleed Units		
Spread	17"	11.125"
Full page	8.625"	11.125"
1/2 page	8.625"	5.5"



Note: Live matter on bleed units should be minimum 1/4" from all outside edges and gutter. Trim Size: 8.375" X 10.875".

Minimum full 1/8" bleed on head, face and trim.

Digital Information

All ads are requested digitally (E-Mail to ads@fancorp.net). For ads larger than 6 MB, please post to FTP and notify.

FTP Site: ftp.bullpenmagazine.com username: upload@bullpenmagazine.com password: letmein

Mac preferred, PC accepted, but requires additional handling. Quark, PhotoShop, Illustrator formats preferred. Please pay special attention and include all necessary FONTS (no menu-styled bold or italic type accepted – use actual fonts), IMAGES and LOGOS (TIFF, PDF, EPS; 300 DPI minimum effective resolution; do not scale images more than 100%). ALL colors must be CMYK. Call if more information needed.

Miscellaneous: Additional artwork required, including layout, lettering, typesetting, illustration, stats, retouching, and outlining will be billed extra. Also, negatives shot from camera-ready artwork, or stripping, reversing, proofing from existing negatives will be billed at prevailing rates. If material doesn't conform to publisher's mechanical specification, advertiser will be billed at actual cost for any additional handling charges incurred. All material not called for after 3 months will be destroyed.

Terms & Policies

- 7.5% Calif. sales tax on all items.
- 50% deposit on design and production costs.
- FanCorp insists the client has obtained copyright clearance of all photos, images, and audio works used, and assumes no liability for copyright infringement.
- ALL REVISION REQUESTS AND APPROVALS ARE IN WRITING. FanCorp is not responsible for delays as a result of non-compliance.
- All turnaround times are considered normal. Client directed rush of design or production will incur rush

- charges, with prior notification and authorization.
- All billable services or charges not included in the pricing are additional and billed separately, with prior notification and authorization. (ie: production mechanicals, FedEx and messenger, etc...)
- Prepay will apply to all new customers for the first order. Net 30 days after credit has been established. Late payment charge of 1-1/2 % per month will apply on all accounts 30 days past due. **Accounts 31 days past due automatically forfeit all discounts.**

Ship Material To:



E-mail Material To: ads@fancorp.net