



## 2018 // RATE CARD & PRODUCTION SPECS





## 2018 // RATE CARD

### COVERS

4th cover	\$206,100
3rd cover	\$174,400
2nd cover	\$190,200
Cover 2 + Page 1	\$348,700

### FULL RUN / 4-COLOR

CIRC. BASE	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE
Full Run	\$158,500	\$126,800	\$103,100	\$71,400

### REGIONAL EDITIONS CPM TABLE / 4-COLOR

100,000	\$29,850	\$23,880	\$19,410	\$13,450
Add'l per M	185.10	148.14	120.27	83.30
250,000	\$57,610	\$46,110	\$37,430	\$25,920
Add'l per M	154.87	123.95	100.62	69.71
500,000	\$96,340	\$77,100	\$62,590	\$43,360
Add'l per M	147.12	117.75	95.60	66.22
750,000	\$133,110	\$106,540	\$86,500	\$59,900
Add'l per M	144.93	116.01	94.17	65.23

Advertisers who run the same ad (same configuration) in multiple regions use CPM table to calculate the rate. Regional circulations are not guaranteed and are to be used only as a basis for determining rates.

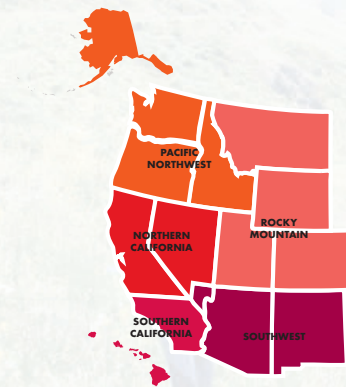
### HOW TO FIGURE MULTIPLE REGIONS

Example: Pacific Northwest & Northern California  
 Total Circulation: 532,000  
 First 500,000 Cost: \$96,340  
 32,000 at \$147.12 per M: \$4,708  
 Total Cost: \$101,048

### RATEBASES

Full Run	1,250,000
Pacific Northwest	217,000
Northern California	269,000
Southern California	263,000
Mountain & Southwest	218,000

Minimum Circ 250,000



PACIFIC NORTHWEST edition includes Alaska, British Columbia, Idaho, Oregon, and Washington.

NORTHERN CALIFORNIA edition extends from the Oregon border south to the counties of Fresno, Inyo, Kings, Mono, Monterey, and Tulare. Includes all of Nevada except Clark County.

SOUTHERN CALIFORNIA edition includes Imperial, Kern, San Luis Obispo, Santa Barbara, and Ventura counties, and Hawaii  
 MOUNTAIN/SOUTHWEST Rocky Mountain includes Colorado, Montana, Utah, and Wyoming. Southwest includes Arizona, New Mexico, Texas, and Clark County, Nevada.

### PUBLISHING CALENDAR

MONTH	AD CLOSE	ON-SALE
February	11/27/17	1/12/18
March	12/29/17	2/16/18
April	1/26/18	3/16/18
May	2/23/18	4/13/18
June	3/30/18	5/18/18
July	4/27/18	6/15/18
August	6/1/18	7/20/18
September	6/29/18	8/17/18
October	7/27/18	9/14/18
November	8/31/18	10/19/18
December	10/5/18	11/23/18

### PRINT AD SPECIFICATIONS

[DIRECT2TIME.COM/TITLE/SUNSET](http://DIRECT2TIME.COM/TITLE/SUNSET)

These rates and all advertising transactions are subject to the 2018 Advertising Terms and Conditions of Sunset Publishing Corporation. Circulation includes the print and digital editions of the Magazine. Qualified full-run advertisements will run in both editions. See MAGAZINE ADVERTISING TERMS AND CONDITIONS for additional information including opt-out and upgrade options.

## 2018 // MECHANICAL SPECIFICATIONS

### PRINT: MAGAZINE

Trim Size: 8.375" x 10.5"  
Binding: Perfect, jogs to foot

AD SIZES	BLEED	LIVE/SAFETY	TRIM
Page	8.625" x 10.75"	7.875" x 10"	8.375" x 10.5"
Spread	17" x 10.75"	16.25" x 10"	16.75" x 10.5"
1/2 Page Vertical	4.25" x 10.75"	3.5" x 10"	4" x 10.5"
1/3 Page Vertical (1 Column)	3" x 10.75"	2.25" x 10"	2.75" x 10.5"
2/3 Page Vertical (2 Columns)	5.375" x 10.75"	4.625" x 10"	5.125" x 10.5"
1/2 Page Horizontal	8.625" x 5.4375"	7.875" x 4.6875"	8.375" x 5.1875"
1/2 Spread Horizontal	17" x 5.4375"	16.25" x 4.6875"	16.75" x 5.1875"

**Please note:** when designing an ad with the expectation of an equal border on all sides there is a 1/16" allowable tolerance in the trimming of our magazines. We require using a border with a minimum width of 3/8".

For advertising inquiries, please call 510.858.3166.

### PRINT AD SPECIFICATIONS

[direct2time.com/title/sunset](http://direct2time.com/title/sunset)

### TABLET SPECIFICATIONS

[direct2time.com/tablet/title/sunset](http://direct2time.com/tablet/title/sunset)

### SUMMER/FALL SIP ISSUE SPECIFICATIONS

[direct2time.com/title/sunset/#mechanicals](http://direct2time.com/title/sunset/#mechanicals)



### SAFETY MARGINS

Keep essential matter 3/8" from bleed size. Live material on facing units should not be closer than 1/8" to center fold on either side of gutter—total of 1/4" for both pages. Please have crop marks 1/8" away from the bleed.

### SCREEN

133-line screen, 290% maximum density  
All black and grey type should overprint

### PRINTING PROCESS

SWOP 2006 Coated 5 Version 2

### REQUIRED MATERIAL PDF/X-1A (VERSION 1.3 REQUIRED).

No color proofs are required.

### CARD INSERTS

Digital files are the preferred format for insert materials. Contact your Sunset representative for detailed specifications.

### DELIVERY OF MATERIALS

Upload all display ad files to [DIRECT2TIME.SENDMYAD.COM](http://DIRECT2TIME.SENDMYAD.COM). Please select Sunset Display Ads when uploading.



## 2018 // TERMS AND CONDITIONS

### SUNSET MAGAZINE 2018 MAGAZINE ADVERTISING TERMS AND CONDITIONS

The following are certain general terms and conditions governing advertising published in the U.S. print and digital editions of Sunset Magazine (the "Magazine") published by Sunset Publishing Corporation (the "Publisher").

1. Rates are based on average total audited circulation, effective with the issue dated January 2018. Announcement of any change in rates and/or circulation rate base will be made in advance of the Magazine's advertising sales close date of the first issue to which such rates and/or circulation rate base will be applicable. The Magazine Rate Card specifies the publication schedule of the Magazine, and its on-sale dates.
2. The Magazine is a member of the Alliance for Audited Media ("AAM"). Total audited circulation is reported on an issue-by-issue basis in Publisher's Statements audited by AAM. Total audited circulation for the Magazine is comprised of paid plus verified plus analyzed non-paid.
3. An advertiser running a full-run qualifying advertisement in the Magazine will automatically run in the print and digital edition of the Magazine, **unless the advertiser explicitly, in writing, opts-out of running in the digital edition**, either on the insertion order or via email, by no later than the ad close date. In the event advertiser opts-out of running in the digital edition of the Magazine for any reason other than legal or regulatory considerations that advertiser reasonably believes would prevent the advertisement from running in the digital edition, such advertiser's ad placement will no longer be deemed a "full-run" buy, and advertiser would therefore not be entitled to the benefits of advertising on a full-run basis (by way of example and not limitation, the advertisement would not be eligible for IBIT credits and may not be considered for premium placement). If an advertiser elects to opt-out of the digital edition, such opt-out will apply to all devices and platforms.

The digital edition of the Magazine may be viewed in one of two formats: (i) a straight from print magazine format, which is an exact reproduction of the design and content of the print version of the Magazine (the "Straight From Print Magazine Version"), or (ii) a designed for tablet/enhanced for tablet magazine format, in which the design of the Magazine has been optimized for viewing on the device on which it is displayed (the "Designed For Tablet Magazine Version"), depending on, among other things, the device and/or platform on which it is viewed. Please consult a Magazine representative for details of format availability.

Certain advertisements that are not standard run-of-book advertisements may not qualify to run in the digital version of both the Designed For Tablet Magazine Version and the Straight From Print Magazine Version, including but not limited to, scented units and special units (such as pop-ups, die-cuts, special effects and business reply cards). Additionally, with respect to the Designed For Tablet Magazine Version, non-standard fractionals (such as fractionals that are less than 1/3 page) may not qualify. In all cases, please consult a Magazine representative for details.

Qualifying advertisements, depending on various factors, including but not limited to the device and/or platform on which they are viewed, may be viewed in one of three formats: (i) "straight from print advertising format" ("SFPAP") where the page on screen looks exactly like the advertisement appearing in the print edition; (ii) "designed for tablet advertising format" ("DFTAF") where the same creative has been resupplied and designed for optimal reading on the device and/or platform and is meant to be displayed at 100%; and (iii) "enhanced for tablet advertising format" ("EFTAF") where an advertisement has added enhancements and bonus content to transform the print content to more fully utilize the digital medium (e.g., hotspots, photo slide shows, video, audio, in-app browser, etc.).

Qualifying advertisements running in the Straight From Print Magazine Version or the Designed For Tablet Magazine Version of the digital edition of the Magazine will automatically run in a SFPAP. If an advertiser wishes to include its qualifying advertisement in the digital edition in a format other than SFPAP, it must so indicate prominently on the insertion order by the ad close date. DFTAF or EFTAF may not be available on all platforms or devices. Please consult a Magazine representative for details.

If a URL or multiple URLs exist in qualifying advertisement print creative, the brand's main URL may or may not be automatically activated. If advertiser does not wish for the URL to be activated, it must notify a Magazine representative in writing. Please consult a Magazine representative for further details regarding URL activation availability.

4. With respect to national advertisements that are less than a full-page but equal to or greater than 1/3 page that are running in the digital edition of the Designed For Tablet Magazine Version, such advertisements will be framed by white space unless they are upgraded to a full page. Please consult a Magazine representative for details regarding the opportunity to upgrade such advertisement. National advertisements that are less than a full-page that are running in the digital edition of the Straight From Print Magazine Version shall appear as they appeared in the print edition of the Magazine.
5. Advertisers may not cancel orders for, or make changes in, advertising after the closing dates of the Magazine.
6. The Publisher is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency (including errors in key numbers) or for changes made after closing dates.
7. The Publisher may reject or cancel any advertising for any reason at any time. Advertisements simulating a magazine's editorial material in appearance or style or that are not immediately identifiable as advertisements are not acceptable.
8. All advertisements, including without limitation those for which the Publisher has provided creative services, are accepted and published in the Magazine subject to the representation by the agency and advertiser that they are authorized to publish the entire contents and subject matter thereof in all applicable editions, formats and derivations of the Magazine and that such publication will not violate any law, regulation or advertising code or infringe upon any right of any party. In consideration of the publication of advertisements, the advertiser and agency will, jointly and severally, indemnify, defend and hold the Publisher harmless from and against any and all losses and expenses (including, without limitation, attorney's fees) (collectively, "Losses") arising out of the publication of such advertisements in all applicable editions, formats and derivations of the Magazine, including, without limitation, those arising from third party claims or suits for defamation, copyright or trademark infringement, misappropriation, unfair competition, violation of the Lanham Act or any rights of privacy or publicity, or any unfair commercial practice or misleading advertising or impermissible comparative advertising or from any and all claims or regulatory breaches now known or hereafter devised or created (collectively "Claims"). In the event the Publisher has agreed to provide contest or sweepstakes management services, email design or distribution or other promotional services in connection with an advertising commitment by advertiser, all such services are performed upon the warranty of the agency and advertiser that they will, jointly and severally, indemnify and hold the Publisher harmless from and against any and all Losses arising out of the publication, use or distribution of any materials, products (including, without limitation, prizes) or services provided by or on behalf of the agency or advertiser, their agents and employees, including, without limitation, those arising from any Claims.
9. In consideration of the Publisher's reviewing for acceptance, or acceptance of, any advertising for publication in the Magazine, the agency and advertiser agree not to make promotional or merchandising reference to the Magazine in any way without the prior written permission of the Publisher in each instance.
10. No conditions, printed or otherwise, appearing on contracts, orders or copy instructions which conflict with, vary, or add to these Terms and Conditions or the provisions of the Magazine's Rate Card will be binding on the Publisher and to the extent that the Terms and Conditions contained herein are inconsistent with any such conditions, these Terms and Conditions shall govern and supersede any such conditions.