



*Style* is Baltimore's preeminent lifestyle magazine. It's a "must read" for the most affluent households in the Baltimore region. According to our most recent market research study, more than half of our audience read, enjoy and keep *Style* "on the coffee table" for more than four weeks.

That's why it's a "must buy" for advertisers who wish to talk intimately with a buying-oriented audience whose average income is \$178,400.

These are readers who, now more than ever, feel right at home with *Style*. We've become a part of their lives. They've embraced us as a valuable, respected friend who helps them live, work and play better.

# STYLE

MAGAZINE

Phone 410-332-1951  
 Fax 443-451-6025  
[baltimorestyle.com](http://baltimorestyle.com)

Please submit ad materials to  
[ads@baltimorestyle.com](mailto:ads@baltimorestyle.com)

## PUBLICATION DATES

issue	issue date	reservation & materials due
January/February 2011	December 28, 2010	November 17, 2010
March/April 2011	February 15, 2011	January 12, 2011
May/June 2011	April 19, 2011	March 16, 2011
July/August 2011	June 14, 2011	May 11, 2011
September/October 2011	August 16, 2011	July 13, 2011
November 2011	October 11, 2011	September 7, 2011
December 2011	November 15, 2011	October 12, 2011



1040 Park Avenue, Suite 200 • Baltimore, MD 21201  
 410.752.3504 • [alteryourview.com](http://alteryourview.com)

# ADVERTISING RATES

		7x	6x	5x	4x	3x	open
<b>FULL COLOR*</b>	FULL PAGE	\$3250	\$3690	\$4315	\$4805	\$5275	\$5945
	2/3 PAGE	2735	3145	3760	4215	4730	5455
	1/2 PAGE	2450	2850	3445	3815	4330	4955
	1/3 PAGE	1800	2045	2620	2660	2960	3715
	1/6 PAGE	1090	1225	1440	1560	1715	2478
<b>BLACK &amp; WHITE†</b>	FULL PAGE	\$2690	\$3125	\$3800	\$4270	\$4825	\$5700
	2/3 PAGE	2120	2500	3075	3520	3925	4955
	1/2 PAGE	1870	2170	2600	2945	3335	3965
	1/3 PAGE	1295	1520	1820	2095	2375	2845
	1/6 PAGE	745	865	1070	1190	1345	1740

\*Baltimore Jewish Times advertisers: 8 wks/3x rate; 16 wks/4x rate; 26 wks/5x rate; 52 wks/6x rate.

†One additional color \$300. Above rates are per insertion, not annual schedule. Rates shown are gross rates. Advertising is billed net.

# ONLINE ADVERTISING RATES

<b>HOME PAGE</b>	TILE (120 x 60 pixels)	
	1 month	\$300
	3 months	750
<b>INSIDE PAGE</b>	RECTANGLE (300 X 250 pixels)	
	1 month	\$400
	3 months	995
<b>E-LETTER</b>	BANNER (468 x 60 pixels)	
	1 month	\$200
	3 months	500
<b>INSIDE PAGE</b>	SKYSCRAPER (160 x 600 pixels)	
	1 month	\$300
	3 months	750
<b>INSIDE PAGE</b>	RECTANGLE (300 x 250 pixels)	
	1 month	\$300
	3 months	750
<b>E-LETTER</b>	1 issue	\$200



# SIZE SPECIFICATIONS

FULL PAGE (bleed size)	8 3/8 x 11 1/8
FULL PAGE (trim size)	8 1/8 x 10 7/8
FULL PAGE (live copy area)	7 x 10
2/3 PAGE	4 5/8 x 10
1/2 PAGE (vertical)	4 5/8 x 7 1/2
1/2 PAGE (horizontal)	7 x 4 7/8
1/3 PAGE (vertical)	2 1/4 x 10
1/3 PAGE (horizontal)	4 5/8 x 4 7/8
1/6 PAGE (vertical)	2 1/4 x 4 7/8
1/6 PAGE (horizontal)	4 5/8 x 2 3/8
1/4 PAGE	3 11/16 x 4 7/16

# PRINTING SPECIFICATIONS

Alter Communications uses QuarkXpress 7.5 for Macintosh computers to produce ads. Please supply ads on CDs/DVDs, via email or FTP. Use "Collect for Output" under the QuarkXpress "File" Menu or other pre-flight software to gather all items used in the ad. Include all fonts used in the ad — both printer and screen fonts. Images used in ads must have effective resolutions of at least 300 dpi. All files should be CMYK color format. We cannot accept veloxes or film.

Ads can be accepted as high resolution, press-optimized PDFs. Ads supplied to the Alter Communications in PC formats, other than QuarkXpress, may not be able to be pre-flighted in-house. Alter Magazine Group cannot guarantee final quality of these ads.

All four color ads should be supplied with a color proof.

Ads materials may be sent to [ads@baltimorestyle.com](mailto:ads@baltimorestyle.com) or uploaded to the Alter Communications FTP site (instructions below). Production questions should be directed to Heidi Traband at 443-451-0711.

## FTP INSTRUCTIONS

<ftp://intranet.jewishtimes.com>  
 username: ftpalter  
 password: alter

Upload file to the "Incoming" folder in the appropriate publication folder.



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