



Whether it's waking up a wardrobe or refurbishing the foyer, our readers do it with *Style*. They look to us to tell them what's in, what works and where to get it... all in the Baltimore area. Before our readers shop, this is where they stop.

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 median 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

Please submit ad materials to
ads@baltimorestyle.com

PUBLICATION DATES

issue	issue date	reservation & materials due
January/February 2009	December 30, 2008	November 12, 2008
March/April 2009	February 17, 2009	January 7, 2009
May/June 2009	April 21, 2009	March 11, 2009
July/August 2009	June 16, 2009	May 6, 2009
September/October 2009	August 18, 2009	July 8, 2009
November 2009	October 13, 2009	September 2, 2009
December 2009	November 17, 2009	October 7, 2009
January/February 2010	December 29, 2009	November 11, 2009



1040 Park Avenue, Suite 200 • Baltimore, MD 21201
410.752.3504 • alteryourview.com

ADVERTISING RATES

		7x	6x	5x	4x	3x	open
FULL COLOR*	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
BLACK & WHITE†	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

HOME PAGE	TILE (120 x 60 pixels)	
	1 month	\$300
	3 months	750
INSIDE PAGE	RECTANGLE (300 X 250 pixels)	
	1 month	\$400
	3 months	995
E-LETTER	BANNER (468 x 60 pixels)	
	1 month	\$200
	3 months	500
INSIDE PAGE	SKYSCRAPER (160 x 600 pixels)	
	1 month	\$300
	3 months	750
INSIDE PAGE	RECTANGLE (300 x 250 pixels)	
	1 month	\$300
	3 months	750
E-LETTER	1 issue	\$100



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 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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