

ADVERTISING SPECIFICATIONS



THE NEWS MAGAZINE FOR LIVE SOUND

FRONT OF HOUSE

Web offset. SWOP standards apply. CMYK, 4-color process printing only. For PMS ink color availability contact your account manager.

All ads must be submitted in digital format. Preferred file format: CMYK or Grayscale, high resolution (300dpi or greater) Photoshop-compatible EPS, TIFF, JPEG or PDF files. If supplying layered files, all support images and fonts must be included, with all fonts converted to outlines.

Other acceptable file formats are: Mac-compatible InDesign CS3 or Illustrator .EPS files, collected with all working files and Postscript fonts (screen and printer) included. Publisher is not liable for inferior outcome if guidelines are not followed.

For color critical ads, two digital color proofs must be provided, created from the supplied digital file on a contract-quality, digital halftone proofing system in accordance with SWOP standards (Imation Digital Matchprint, Kodak Approval, Iris, Rainbow, etc.)

Laser or inkjet proofs are not considered accurate in color and will be used as content confirmation only. Publisher is not liable for color inaccuracy if guidelines are not followed and color proofs not supplied.

For bleed fractional ads, use the non-bleed dimensions as your live area. Do not allow any essential type or art to fall outside this area. For spread ads, do not place any essential type or images across the gutter (center line) without adding .125" space on each side of the fold for safety (total .25").

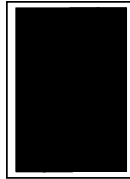
Materials not provided to the above specs will be altered by the publisher. Advertiser will be invoiced for necessary alterations for technical reasons and for any requested design changes.

If you have questions or concerns regarding ad or insert specifications, please contact the production manager at 702.932.5585. For ad sales information, please contact your account manager.

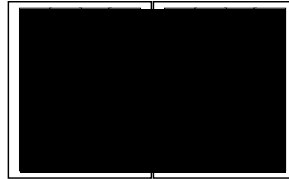
Preferred method of ad file delivery—please upload self-extracting compressed digital files to: www.fohonline.com/upload (100 MB max)

Send ALL materials & color proofs to:
Timeless Communications
Attn: FRONT of HOUSE, Production Dept.
6000 S. Eastern Ave., Suite 14-J • Las Vegas, NV 89119
Tel: 702.932.5585 • Fax: 702.932.5584
www.fohonline.com

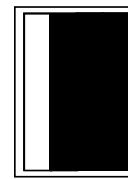
6000 S. Eastern Ave. Ste. 14-J • Las Vegas, NV • Tel: 702.932.5585 • Fax: 702.932.5584 • www.fohonline.com



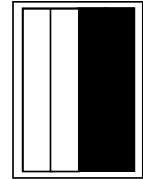
TAB FULL PAGE
 W. 11.125 X H. 14.75 (Bleed)
 W. 9.9375 X H. 13.5 (Non-Bleed)
 W. 10.857 X H. 14.5 (Trim)



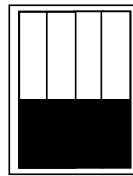
TAB SPREAD
 W. 8.115 X H. 14.75 (Bleed)
 W. 7.265 X H. 13.5 (Non-Bleed)



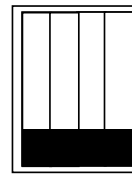
3/4 TAB VERTICAL
 W. 8.115 X H. 14.75 (Bleed)
 W. 7.365 X H. 13.5 (Non-Bleed)



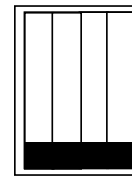
1/2 TAB VERTICAL
 W. 5.60 X H. 14.75 (Bleed)
 W. 4.85 X H. 13.5 (Non-Bleed)



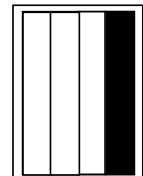
1/2 TAB HORIZONTAL
 W. 11.125 X H. 7.5 (Bleed)
 W. 9.9375 X H. 6.65 (Non-Bleed)



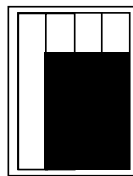
1/3 TAB HORIZONTAL
 W. 11.125 X H. 4.83 (Bleed)
 W. 9.9376 X H. 4.325 (Non-Bleed)



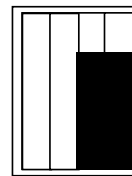
1/4 TAB HORIZONTAL
 W. 11.125 X H. 4.25 (Bleed)
 W. 9.9375 X H. 3.5 (Non-Bleed)



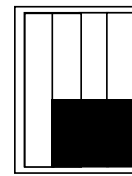
1/4 TAB VERTICAL
 W. 3.1 X H. 14.75 (Bleed)
 W. 2.375 X H. 13.5 (Non-Bleed)



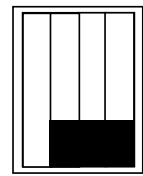
Jr. FULL PAGE
 W. 8.115 X H. 10.5 (Bleed)
 W. 7.375 X H. 9.75 (Non-Bleed)



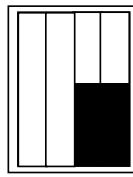
2/3 Jr. VERTICAL
 W. 4.85 X H. 9.75 (Non-Bleed)



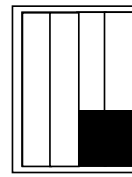
2/3 Jr. HORIZONTAL
 W. 7.375 X H. 6.5 (Non-Bleed)



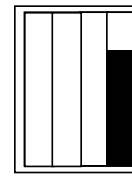
1/2 Jr. HORIZONTAL
 W. 7.375 X H. 4.875 (Non-Bleed)



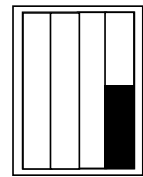
1/2 Jr. VERTICAL
 W. 4.85 X H. 7.5 (Non-Bleed)



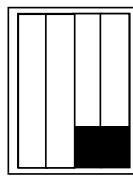
1/3 SQUARE
 W. 4.85 X H. 4.85 (Non-Bleed)



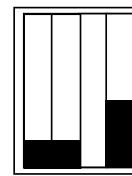
1/3 Jr. VERTICAL
 W. 2.375 X H. 9.75 (Non-Bleed)



1/4 Jr. VERTICAL
 W. 2.375 X H. 7.0 (Non-Bleed)



1/4 Jr. HORIZONTAL
 W. 4.85 X H. 3.5 (Non-Bleed)



1/6 Jr. HORIZONTAL **1/6 Jr. VERTICAL**
 W. 4.85 X H. 2.5 V. W. 2.375 X H. 4.75

Editorial Contact:

Bill Evans, Editor
 FRONT of HOUSE
 Tel: 702.932.5585
 Fax: 702.932.5584
 E-mail: bevans@fohonline.com

Sales Contact:

Dan Hernandez, Account Manager Tel: 818.435.2285 Fax: 707.658.2791 E-mail: dh@fohonline.com	Greg Gallardo, Advertising Director Tel: 702.454.8550 Fax: 702.898.2942 E-mail: gregg@fohonline.com
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ADVERTISING SPECIFICATIONS FOR MARKETPLACE



www.fohonline.com

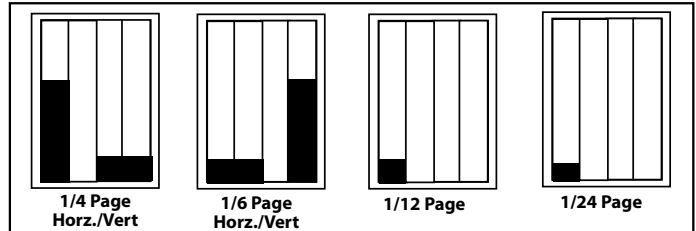
FRONT OF HOUSE

THE NEWS MAGAZINE FOR LIVE SOUND

Marketplace Advertising

Ad Specs:

1/4 Page Horizontal	4.85 W x 3.5 H
1/4 Page Vertical	2.375 W x 7.0 H
1/6 Page Horizontal	4.85 W x 2.5 H
1/6 Page Vertical	2.375 W x 4.75 H
1/12 Page	2.375 W x 2.0 H
1/24 Page	2.375 W x 1.5 H



Digital Ad Material Specifications

4-Color Only	1X	3X	6X	9X	12X
1/4 Page	\$ 1,130	\$ 1,075	\$ 1,020	\$ 905	\$ 820
1/6 Page	\$ 830	\$ 815	\$ 750	\$ 665	\$ 605
1/12 Page	\$ 500	\$ 470	\$ 445	\$ 395	\$ 360
1/24 Page	\$ 370	\$ 345	\$ 330	\$ 295	\$ 265

Classified Advertising

Ad Size	1X	6X	12X
1 Col x 4"	\$ 460	\$ 420	\$ 335
1 Col x 3"	\$ 345	\$ 315	\$ 280
1 Col x 2"	\$ 230	\$ 210	\$ 190
1 Col x 1"	\$ 115	\$ 105	\$ 95

Employment Marketplace (\$115 per column inch)

Ad Size	Rate
2 Col x 6"	\$ 1,385
2 Col x 5"	\$ 1,155
2 Col x 4"	\$ 925
2 Col x 3"	\$ 695
2 Col x 2"	\$ 460
2 Col x 1"	\$ 230

Sales Contact:

Dan Hernandez, Account Manager Tel: 818.435.2285 Fax: 707.658.2791 E-mail: dh@fohonline.com	Greg Gallardo, Advertising Director Tel: 702.454.8550 Fax: 702.898.2942 E-mail: gregg@fohonline.com
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Conditions & Requirements

PRODUCTION MARKETPLACE CLASSIFIEDS

Special advertising section for: Backline Rental, Case Companies Coach Companies, Communications, Freight Forwarding, Generator Rentals, Insurance Tour Supplies, Tour Pass / Itinerary Books, and Trucking.

Free 4-color for all 1/6 and 1/4 page ads. **Free** Spot Color for 1/12 and 1/24 pg ads.

EMPLOYMENT CLASSIFIEDS

Employment Display Classifieds see rates above. Employment Text Classifieds see rates below.

TEXT CLASSIFIEDS

Sell your equipment fast and effectively with text classifieds in Front of House: \$2.50 per word up to 50-words — \$2.25 per word from 51-100 words — \$2.00 per word from 101-200 words — \$1.75 per word for 201-words or more — and add a company logo for just \$75.00 more. **Added Bonus** — All text classifieds placed online at www.fohonline.com at no additional charge.

Payment: All ads must be prepaid.

A check, money order, Visa, MasterCard, or American Express payment must accompany all new advertisements.

Send Materials To: FRONT of HOUSE, Production Dept., 6000 S. Eastern Ave. Ste 14-J, Las Vegas, NV 89119

6000 S. Eastern Ave. Ste. 14-J • Las Vegas, NV • Tel: 702.932.5585 • Fax: 702.932.5584 • www.fohonline.com