

# BUSINESS RESOURCE

## GUIDE

### MECHANICAL REQUIREMENTS & PARTICIPATION RATES

#### 2013 Issue

<p><b>Full Page</b> 7.625" x 9.75" (With Border) 8.375" x 10.875" (Trim) <b>8.875" x 11.375" (Full Bleed*)</b></p> <p><b>4-Color Ad</b> \$2,846</p> <p>*Full Bleed Ad Size includes a .25" bleed on all sides and at a final size of 8.875" x 11.375". We also ask that you not place anything important within .50" from the FULL BLEED-EDGES, otherwise it may be cut off.</p>	<p><b>2/3 Page</b> 5" x 9.75"</p> <p><b>4-Color Ad</b> \$2,290</p>	<p><b>1/2 Page Horizontal</b> 7.625" x 4.75"</p> <p><b>4-Color Ad</b> \$1,916</p>	
<p><b>1/2 Page Vertical</b> 5" x 6.5"</p> <p><b>4-Color Ad</b> \$2,043</p>	<p><b>1/3 Page Vertical</b> 2.375" x 9.75"</p> <p><b>4-Color Ad</b> \$1,355</p>	<p><b>1/3 Page Horizontal</b> 7.625" x 3.125"</p> <p><b>4-Color Ad</b> \$1,355</p> <p><b>1/3 Page Square</b> 5" x 4.75"</p>	<p><b>1/6 Page Vertical</b> 2.375" x 4.75"</p> <p><b>1/6 Page Horizontal</b> 5" x 2.25"</p> <p><b>4-Color Ad</b> \$970</p>

Outside Back Cover (Full Bleed).....	\$5,216	Profiles Of Excellence.....	\$2,994
Inside Front Cover (Full Bleed).....	\$3,865	Tab for Resource Directory.....	\$5,216
Page One (Full Bleed).....	\$3,865	Tab for Business Meetings & Restaurants.....	\$5,216
Page Two or Page Three (Full Bleed).....	\$3,724	Map – Albuquerque Metro Area.....	\$3,129
Inside Back Cover (Full Bleed).....	\$3,443	Map – Albuquerque Street Map.....	\$3,129
Opposite Table of Contents (Full Bleed).....	\$3,443	2-Page Spread.....	\$4,980
Opposite Section Opener (Full Bleed).....	\$3,129		
Expanded Logo Listing...Restaurants/Hotels/Meeting.....	\$ 460	Map Page Specifications: Width-7.25"/Length-9.0"	

PRINTING: The Publication is printed by offset lithography. MECHANICAL REQUIREMENTS: The advertiser is expected to furnish appropriate camera-ready art on electronic media. (See our electronic media check list.) PRODUCTION ASSISTANCE: The Publisher will provide basic assistance in the production of all ads. LINE SCREEN: 150 line screen. SCANNING: There is no charge for scanning. AD SIZES: The first dimension shown is the horizontal width. The second is the vertical depth. AD COPY: Ad materials are due 14 days from date of contract, unless otherwise noted. Any ad material that does not accompany the contract should be forwarded to: Mail to 4801 Lang Avenue NE, Suite 110, Albuquerque, NM 87109 or Email to: ads@brgm.com.

TERMS: One-half (1/2) payment due with order. Balance due 30 days from contract. Credit card payments must be paid in full. There is a 10% charge for Guaranteed Placement.