

**Cite Advertising Rates for 2008-2009**  
(per insertion)

<b>Size</b>	<b>1x</b>	<b>2x</b>	<b>4x</b>
<b>1/6 page</b>	\$ 385.00	\$ 320.00	\$ 290.00
<b>1/4 page</b>	\$ 630.00	\$ 525.00	\$ 420.00
<b>1/3 page</b>	\$ 780.00	\$ 675.00	\$ 570.00
<b>1/2 page</b>	\$ 1,025.00	\$ 920.00	\$ 815.00
<b>2/3 page</b>	\$ 1,200.00	\$ 1,050.00	\$ 925.00
<b>Full page</b>	\$ 1,470.00	\$ 1,260.00	\$ 1,050.00
<b>Full page color</b>	\$ 2200.00	Email: mollykhalil@gmail.com	Email: mollykhalil@gmail.com

**Mechanical Requirements for Cite**

1. Disclaimer that color may vary due to the printing process and paper stock.
2. Acceptable methods of ad submission: CD/DVD, email, or FTP site
3. File types supported: TIFF, EPS, PDF.
4. Resolution: 300 dpi only. Anything less cannot be used.
5. All color ads must be CMYK. RGB and PMS (Pantone Matching System) colors are not acceptable.
6. Black and white ads must be in Grayscale. CMYK, RGB, or PMS are not acceptable for B/W ads.
7. Fonts: all fonts must be converted to outlines.
8. Bleed: fractional ads in Cite do not bleed. All ad sizes are a reflection of live image area. Full page ads with a bleed should refer to the ad size spec sheet.
9. All ads must have a bounding box - at least .5 points thick.
10. Recommendations for printability and legibility
  - \* Rule lines should be at least .5 points thick.
  - \* Reversed type should be at least 9 points, smaller type might not print legibly.
  - \* Low-res images from the internet will not print well, even if the ad is submitted at 300 dpi.
  - \* Type safety: type should be placed 3/4" inside the trim area/bounding box

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To place an ad in *Cite*, please contact Molly Khalil, Advertising Director, by phone at 713-202-4704, by fax at 713-348-5924, or by email at [mollykhalil@gmail.com](mailto:mollykhalil@gmail.com)