

MECHANICAL SPECIFICATIONS

FLAT SIZE: 11 X 8.5 TRIM SIZE: 5.5 X 8.5

DIMENSIONS	WIDTH X HEIGHT
FULL PAGE	5 X 7.5
1/2 PAGE VERTICAL.....	2.4375 X 7.5
1/2 PAGE HORIZONTAL.....	5 X 3.6875
1/3 PAGE	5 X 2.416
1/4 PAGE	2.4375 X 3.75
1/4 PAGE HORIZONTAL.....	5 X 1.75
1/6 PAGE.....	2.4375 X 2.416
1/8 PAGE	2.4375 X 1.75
1/8 PAGE HORIZONTAL.....	5 X 0.8125
1/16 PAGE	5 X 0.8125
BACK COVER with Bleed	5.75 X 8.75
BACK COVER without Bleed.....	5 X 7.5

AD SPECIFICATIONS

CD with ad produced in QuarkXpress 6.5 or InDesigns, Adobe Illustrator 8.0 or Adobe Photoshop. Please make sure all fonts, both screen and printer, and images are included on disk. We cannot accept PC fonts. All colors and images must be saved as CMYK. Do not use spot, PMS or RGB color indication. All photographic images should be scanned at a minimum of 300 dpi, and logos and line art should be scanned at a minimum of 1,200 dpi. Please send a hard copy of the ad, and include a color-accurate proof. Color will be matched as closely as possible. Ads may also be e-mailed to ads@mochapak.com as either a TIFF, EPS or high-resolution PDF file. (Be certain your ad is sized correctly.)

PRODUCTION CHARGES

A design staff is available to produce ads on a complimentary basis if the advertiser meets the materials deadline. However, advertisers will be billed for production charges for changes made in the ad which were not originally specified. If the ad copy comes in after the materials deadline, the advertiser will be charged for ad production, based on the size and complexity of the ad. The rate is \$30 per hour, minimum.

Mocha Pak



Fashion



Beauty



Entertainment

Where It All Comes Together.

Valuable Savings Inside

FULL PAGE AD

SIZE = 5 x 7.5
COST = \$425

1/8 PAGE AD

SIZE = 2.4375 x 1.75
COST = \$55

1/4 PAGE AD

SIZE = 5 x 1.75
COST = \$105

1/16 PAGE AD

SIZE = 2.4375 x 0.842
COST = \$30

1/4 PAGE AD

SIZE = 2.4375 x 3.75
COST = \$110

1/6 PAGE AD

SIZE = 2.4375 x 2.416
COST = \$75

1/3 PAGE AD

SIZE = 5 x 2.416

COST = \$145

1/3 PAGE AD

SIZE = 5 x 2.416

COST = \$145

1/8 PAGE AD
SIZE = 5 x 0.8125
COST = \$51

1/8 PAGE AD
SIZE = 5 x 0.8125
COST = \$51

1/2 PAGE AD
SIZE = 5 x 3.6875
COST = \$215

1/2 PAGE AD
SIZE = 5 x 3.6875
COST = \$215

1/8 PAGE AD

SIZE = 2.4375 x 1.75

COST = \$55

1/4 PAGE AD

SIZE = 5 x 1.75

COST = \$105

1/16 PAGE AD

SIZE = 2.4375 x 0.842

COST = \$30

1/4 PAGE AD

SIZE = 2.4375 x 3.75

COST = \$110

1/6 PAGE AD

SIZE = 2.4375 x 2.416

COST = \$75

FULL PAGE AD

SIZE = 5 x 7.5

COST = \$425