



PROWL XXI

COMIC BOOK CAPERS | NOVEMBER 6-8, 2009



Run Book Advertisement Information

Submission Info

Deadline for submissions:
September 25, 2009

E-mail submissions to: delanore@gmail.com
(include "Panther Rub Book Ad" in the subject line)
Technical Support: Del Vogt

Payment Info

Payments must be received by 9/25/09

Mail payments to:
Panther L/L
Attn: Prowl Run Book Ads
P.O. Box 191286
Atlanta, GA 31119-1286

Production & Finishing

8.5" x 11" magazine gloss stock with saddle-stitch binding
Full color CMYK process (spot colors must be converted to process)

| Ad Size | Bleed | Finished | Trim | Price |
|------------|----------------|--------------|------------|-------|
| 2pg Spread | 11.25" x 8.75" | 11" x 8.5" | 10.5" x 8" | \$125 |
| Full Page | 5.75" x 8.75" | 5.5" x 8.5" | 5" x 8" | \$75 |
| Half Page | 5.75" x 4.55" | 5.5" x 4.25" | 5" x 3.75" | \$50 |

Bleed: For background colors or images that should extend to the edge of the page

Trim: Text and images in this area are at risk of being cut off during finishing

Finished Size: Finished size of the cover and back pages after trimming

Safe Area: Text and images in this area are safe from being cut off during finishing

Preferred File Formats

300 dpi resolution CMYK files required
.psd, .tif or .jpg (Photoshop)
.pdf (Acrobat)
.ai or .eps (Illustrator)