



# Life CHESAPEAKE

According to a recent survey, *Chesapeake Life* audiences "use *Chesapeake Life* to find events and towns to visit, learn about unique people in our area and find new places to shop, eat and entertain on the Eastern Shore."

Advertising in *Chesapeake Life* gives your company a distinct advantage in reaching a targeted audience that thoroughly enjoys living along the Chesapeake Bay and that takes advantage of all this region has to offer. Your ads reach an audience of over 60,000 who are well-to-do. In fact, the majority reports an average household income of \$174,400. *Chesapeake Life* delivers an enthusiastic and active consumer.

Stories in *Chesapeake Life* focus on the unique character of the area from watermen to antique collectors, sailors to artists and every walk of life in between. Editorial is riveting and informative and most users spend over 40 minutes with the print edition.

Online audiences rely heavily on the Internet for travel planning, restaurant reviews and shopping ideas.

The print edition is published seven times a year and [chesapeakekifemag.com](http://chesapeakekifemag.com) is updated constantly driving new users to the site every day.

In a 2007 IRMA awards program, *Chesapeake Life* won 2 gold medals and 3 silver medals for excellence in editorial, design and photography.



Phone 443-451-6023  
Fax 443-451-6025  
[chesapeakekifemag.com](http://chesapeakekifemag.com)

Please submit ad materials to  
[ads@chesapeakekifemag.com](mailto:ads@chesapeakekifemag.com)

## PUBLICATION DATES

issue	issue date	reservation & materials due
January/February 2009	December 30, 2008	November 12, 2008
March/April 2009	February 17, 2009	January 7, 2009
May/June 2009	April 21, 2009	March 11, 2009
July/August 2009	June 16, 2009	May 6, 2009
September/October 2009	August 18, 2009	July 8, 2009
November 2009	October 13, 2009	September 2, 2009
December 2009	November 17, 2009	October 7, 2009
January/February 2010	December 29, 2009	November 11, 2009



1040 Park Avenue, Suite 200 • Baltimore, MD 21201  
410.752.3504 • [alteryourview.com](http://alteryourview.com)

# ADVERTISING RATES

	7x	6x	5x	4x	3x	open	
<b>FULL COLOR*</b>	FULL PAGE	\$2260	\$2545	\$2890	\$3220	\$3485	\$3865
	2/3 PAGE	1940	2170	2430	2690	2870	3155
	1/2 PAGE	1655	1855	2050	2210	2430	2725
	1/3 PAGE	1345	1505	1695	1875	2050	2290
	1/6 PAGE	770	860	1010	1145	1335	1585
<b>BLACK &amp; WHITE †</b>	FULL PAGE	\$1805	\$2050	\$2300	\$2520	\$2745	\$3075
	2/3 PAGE	1460	1635	1830	2015	2185	2550
	1/2 PAGE	1115	1250	1375	1485	1670	1930
	1/3 PAGE	800	900	1000	1080	1225	1390
	1/6 PAGE	495	550	630	710	790	935
<b>COLOR COVER PREMIUM POSITION</b>	INSIDE FRONT/BACK	\$2730	\$3065	\$3585	\$4058		
	BACK COVER	3080	3450	3950	4330		

\*Preferred placement: 10% additional, 1/3 page or larger, subject to availability.  
 †One additional color \$300. Above rates are per insertion, not annual schedule.  
 Rates shown are gross rates. Advertising is billed net.

# ONLINE ADVERTISING RATES

<b>HOME PAGE</b>	TILE (120 x 60 pixels)	
	1 month	\$250
	3 months	650
<b>INSIDE PAGE</b>	RECTANGLE (300 X 250 pixels)	
	1 month	\$325
	3 months	825
<b>INSIDE PAGE</b>	BANNER (468 x 60 pixels)	
	1 month	\$150
	3 months	400
<b>INSIDE PAGE</b>	SKYSCRAPER (160 x 600 pixels)	
	1 month	\$250
	3 months	650
<b>INSIDE PAGE</b>	RECTANGLE (300 x 250 pixels)	
	1 month	\$250
	3 months	650



<b>E-LETTER</b>	1 issue	\$100
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# SIZE SPECIFICATIONS

FULL PAGE (bleed size)	8 3/8 x 11 1/8
FULL PAGE (trim size)	8 1/8 x 10 7/8
FULL PAGE (live copy area)	7 x 10
2/3 PAGE	4 5/8 x 10
1/2 PAGE (vertical)	4 5/8 x 7 1/2
1/2 PAGE (horizontal)	7 x 4 7/8
1/3 PAGE (vertical)	2 1/4 x 10
1/3 PAGE (horizontal)	4 5/8 x 4 7/8
1/6 PAGE (vertical)	2 1/4 x 4 7/8
1/6 PAGE (horizontal)	4 5/8 x 2 3/8
1/4 PAGE	3 11/16 x 4 7/16
1/12 PAGE	2 1/4 x 2 1/4

# PRINTING SPECIFICATIONS

Alter Communications uses QuarkXpress 7.5 for Macintosh computers to produce ads. Please supply ads on CDs/DVDs, via email or FTP. Use "Collect for Output" under the QuarkXpress "File" Menu or other pre-flight software to gather all items used in the ad. Include all fonts used in the ad — both printer and screen fonts. Images used in ads must have effective resolutions of at least 300 dpi. All files should be CMYK color format. We cannot accept veloxes or film.

Ads can be accepted as high resolution, press-optimized PDFs. Ads supplied to the Alter Communications in PC formats, other than QuarkXpress, may not be able to be pre-flighted in-house. Alter Magazine Group cannot guarantee final quality of these ads.

All four color ads should be supplied with a color proof.

Ads materials may be sent to [ads@chesapeakelifemag.com](mailto:ads@chesapeakelifemag.com) or uploaded to the Alter Communications FTP site (instructions below). Production questions should be directed to Heidi Trabant at 443-451-0711.

## FTP INSTRUCTIONS

<ftp://intranet.jewishtimes.com>  
 username: ftpalter  
 password: alter

Upload file to the "Incoming" folder in the appropriate publication folder.



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