



CHESAPEAKE

Life

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 quarterly and chesapeakelifemag.com is updated constantly driving new users to the site every day.

Chesapeake Life has won 2 gold medals and 3 silver medals for excellence in editorial, design and photography.



PUBLICATION DATES

issue	issue date	reservation & materials due
Spring 2010	February 16, 2010	January 13, 2010
Summer 2010	April 20, 2010	March 17, 2010
Fall 2010	August 17, 2010	July 14, 2010
Winter 2010/11	November 16, 2010	October 13, 2010

Phone 443-451-6023
Fax 443-451-6025
chesapeakelifemag.com

Please submit ad materials to
ads@chesapeakelifemag.com



1040 Park Avenue, Suite 200 • Baltimore, MD 21201
410.752.3504 • alteryourview.com

ADVERTISING RATES

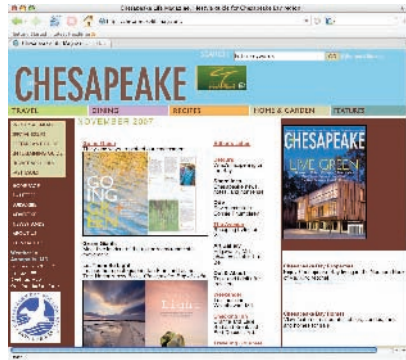
		4x	3x	2x	open
FULL COLOR*	FULL PAGE	\$2260	\$2545	\$2890	\$3485
	2/3 PAGE	1940	2170	2430	2870
	1/2 PAGE	1655	1855	2050	2430
	1/3 PAGE	1345	1505	1695	2050
	1/6 PAGE	770	860	1010	1335
BLACK & WHITE †	FULL PAGE	\$1805	\$2050	\$2300	\$2745
	2/3 PAGE	1460	1635	1830	2185
	1/2 PAGE	1115	1250	1375	1670
	1/3 PAGE	800	900	1000	1225
	1/6 PAGE	495	550	630	790
COLOR COVER PREMIUM POSITION	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

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



E-LETTER	1 issue	\$200
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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 or uploaded to the Alter Communications FTP site (instructions below). Production questions should be directed to Heidi Traband 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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