

# MEDIA KIT

## Editorial Calendar

July - December 2011

Magazine	Special Focus	Publication Date	Closing Date
NY Residential	Long Island City	August 1	July 15
Special Edition	TOP Women in Residential RE	September 13	August 19
NY Residential	The Monarch At Ridge Hill	October 7	September 20
NY Residential	TOWN Real Estate	October 25	October 1
Green Matters	Top Green Projects 2011	November 18	November 1
10th Anniversary Special Issue	Decade in Review	December 12	November 22

## Circulation Info

12,500 REAL ESTATE

Developers

Building Owners & Managers

Landlords

Leading Brokers

Architects

Engineers

Construction Firms

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## 2011 Advertising Rates

SIZE	1x	3x	6x	12x
Spread	\$3200	\$3050	\$2825	\$2750
Full Page	\$2695	\$2545	\$2220	\$2010
2/3 Page	\$2250	\$2110	\$1975	\$1860
1/2 Page	\$1995	\$1820	\$1650	\$515
1/4 Page	\$1395	\$1250	\$1115	\$995

2nd & 3rd Covers	\$2885	\$2720	\$2520	\$1,2170
Back Cover	\$2950	\$2775	\$2525	\$2320

## Advertising Specifications

SPACE	BLEED	NON-BLEED	TRIM	LIVE
full page	8.625" x 11.125"	7.375" x 10"	8.375" x 10.875"	7.875" x 10.375"
1/2 horizontal	N/A	7.375" x 4.875"	N/A	N/A
1/4 page	N/A	3.675" x 4.875"	N/A	N/A

continued next page

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## Advertising Specifications

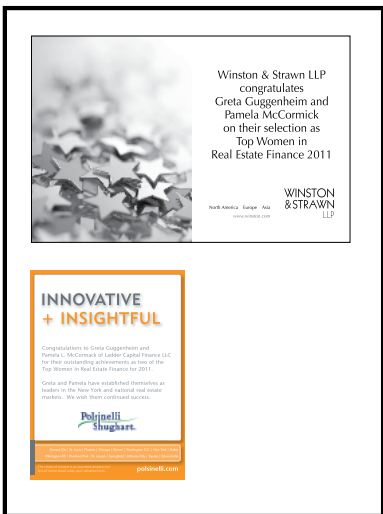
Full Page Bleed Ad



Full Page Non Bleed Ad



1/2 page



1/4 page

### PRINT AD REQUIREMENTS: PDF/X-1a

The PDF/X-1a files must have:

- All fonts **MUST** be embedded (True Type fonts can not be used for Printing).
- The color space must be CMYK or Grayscale. No RGB, LAB or embedded color profiles (such as ICC profiles).
- All PMS colors **MUST** be converted to CMYK. No files with PMS colors will be accepted without prior notification.
- Resolution: 300 dpi
- All partial size ads must have position marks indicating bleed and trim.
- All full page ads should be centered on a Trim Size Document and have marks indicating trim and bleed. All marks must be outside the trim size document.

**SAFETY:** All live matter must be 1/4 inch from trim on all sides.

**GUTTER SAFETY:** 3/16 inch on each side (total 3/8 inch).

Minimum size knockout type should be 8 point.

Please send hard copies to:  
Sokol Media, 123 Town Square Place, #427. Jersey City NJ 07310

Email ads to: [production@sokolmediaonline.com](mailto:production@sokolmediaonline.com) • Contact: 973-769-7012