

# BASEBALL DIGEST®

SINCE 1942

## Advertising Rate Card #42 Effective: January 1, 2018

For more than 75 years **Baseball Digest**® has given big league baseball fans a first-hand look at the many facets of America's pastime: the man in the batter's box, the pitcher on the mound, the alert fielder, the mental chess game played by the managers.

In each issue, **Baseball Digest**® reports profiles on all types of players, providing accounts of the stars who helped make the game great. In addition, we provide official rosters, schedules, statistics, scouting reports, previews and letters from the fans that help make **Baseball Digest**® a must-read for the serious baseball fan.



**Every issue of Baseball Digest® is read by more than 185,000 fans.**

**Baseball Digest® is published 6 times a year.**

Issue	Space Deadline	Material Due	On Sale
January/February	November 17	November 27	January 2
March/April	January 19	January 29	March 6
May/June	March 16	March 26	May 1
July/August	May 18	May 29	July 3
September/October	July 20	July 30	September 4
November/December	September 21	October 1	November 6

**See Backside For Ad Rates & File Specifications**

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## NATIONAL RATES

FOUR-COLOR	1x	3x	6x
Page	\$2,435	\$2,315	\$2,200
2/3	\$1,950	\$1,855	\$1,760
1/2	\$1,465	\$1,390	\$1,320
1/3	\$975	\$925	\$880
1/6	\$445	\$425	\$405

COVERS (FOUR-COLOR)	1x	3x	6x
Cover 2	\$2,815	\$2,675	\$2,540
Cover 3	\$2,715	\$2,580	\$2,450
Cover 4	\$3,000	\$2,850	\$2,710

No extra charge for bleed ads.

CENTER SPREADS (FOUR-COLOR)	1x	3x	6x
Center Spread	\$5,735	\$5,450	\$5,180

BLACK & WHITE	1x	3x	6x
Page	\$1,705	\$1,620	\$1,540
2/3	\$1,365	\$1,295	\$1,230
1/2	\$1,045	\$995	\$945
1/3	\$680	\$645	\$615
1/6	\$315	\$300	\$285
1/12	\$185	\$175	\$165

## MAIL ORDER & BOOK PUBLISHER RATES (BLACK & WHITE)

Page	\$850	\$810	\$770
2/3	\$600	\$570	\$540
1/2	\$475	\$450	\$430
1/3	\$275	\$260	\$250
1/6	\$150	\$140	\$130
1/12	\$105	\$100	\$95

Four-color add 30%  
Frequency: 5% off 3x, 10% off 6x

## AD PAGE DIMENSIONS

	Width x Height (inch)
Full page (non-bleed live area)	.7 1/2 x 10
Full page Bleed	.8 1/2 x 11
Full page Trim	.8 x 10 1/2
2/3 page	.4 5/8 x 9 1/2
1/2 page horizontal	.7 x 4 5/8
1/3 page—vertical	.2 1/4 x 9 1/2
1/3 page—square	.4 5/8 x 4 5/8
1/6 page	.2 1/4 x 4 5/8
1/12 page	.2 1/4 x 2 1/8
Spread (live area)	.15 x 9 1/2
Spread Bleed	.16 1/2 x 11
Spread Trim	.16 x 10 1/2
Spread Gutter	.1/2

(NOTE: please refer to full page for live area of each individual page)



## ELECTRONIC AD SPECIFICATIONS

Native application files are preferred ad submission format.  
Platform: Macintosh or PC. Accepted Media: via email, CD-Rom, FTP site.

Native File Formats: Acrobat, QuarkXPress, InDesign, PhotoShop, Illustrator

- File should be built to exact size of ad.
- Keep all live copy 1/4" from trim edges.
- All fonts and supporting graphics must be included with ad.
- Raster based images should be 300 dpi after scaling.
- Raster based line art should be 2400 dpi after scaling.
- All elements must be created out of 4-color process or grayscale.
- Any RGB elements will require conversion and may not reproduce as expected.
- RGB to CMYK conversions will require additional processing.
- Total ink should not exceed 300% and registration color should not be used as rich black.

The following ripped and trapped composite file formats are also accepted.

Composite File Formats: PDF. Linework Resolution: 2400 dpi. Contone Resolution: 300 dpi.  
Trap Size: 0.003 inch or 7 pixel.

- Files must be built to exact size of ad.
- Any bleed required must be included in the file.
- Files must not include any registration marks, crop marks or any other tags in the file.
- If the file is not built to proper size, additional processing will be required.

PDFs should be "Press Quality" or "PDFX1a". Acceptable ads include version 1.5 or above.

When supplying us with your PDF format, make sure that all requirements for native format above are met before generating the PDF file. The file size requirements must also match the composite file format above. All files go through an extensive quality check to insure the integrity of the file and the quality of the scans provided. Files that do not meet the requirements for quality printing will be questioned before being processed.

## MECHANICAL SPECIFICATIONS

Line screens for color ads 133 and 85 for black and white. Keep all live copy 1/4" from trim edges. Printing process: Web Offset. Color Density: 280%. Binding method: Saddle-stitched. Colors available: 4/color process (AAAA MPA). Inserts, onsets, polybagging available; please check with publisher for rates and requirements.

## REGULATIONS

Baseball Digest is not responsible for errors in typeset or key number changes requested by the advertiser. Unless return is requested in writing, all advertising material will be destroyed after one year. Advertisers are protected against rate increases with a 90-day notice. Advertisers and advertising agencies assume liability for all content (including text, representation and illustrations of advertisements printed), and also assume responsibility for any claims arising therefrom made against the publisher. The publisher reserves the right to reject any advertising which he feels is not in keeping with the publication's standards. A 15% commission is allowed to recognized advertising agencies. 2% is allowed if paid in 10 days, net due in 30 days.

## ADVERTISING SALES

Irene Froehlich  
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## MATERIALS

Baseball Digest  
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