



THE REEF & MARINE AQUARIUM MAGAZINE



REEF

ADVERTISING  
**RATES & DATA**  
**2020**  
PRINT & DIGITAL



Build your brand  
with the world's  
premier reef & marine  
aquarium magazine

# 2020 Issue and Closing Dates

ISSUE DATE	AD CLOSE	MATERIALS DUE	PUBLICATION DATE
Jan/Feb 2020	Nov 28, 2019	Dec 5, 2019	Dec 19, 2019
Mar/Apr 2020	Jan 30, 2020	Feb 6, 2020	Feb 18, 2020
May/June 2020	Apr 2, 2020	Apr 9, 2020	Apr 21, 2020
Jul/Aug 2020	Jun 4, 2020	Jun 11, 2020	Jun 23, 2020
Sep/Oct 2020	Jul 30, 2020	Aug 6, 2020	Aug 18, 2020
Nov/Dec 2020	Oct 1, 2020	Oct 8, 2020	Oct 20, 2020

## Reserve space today: Contact us!

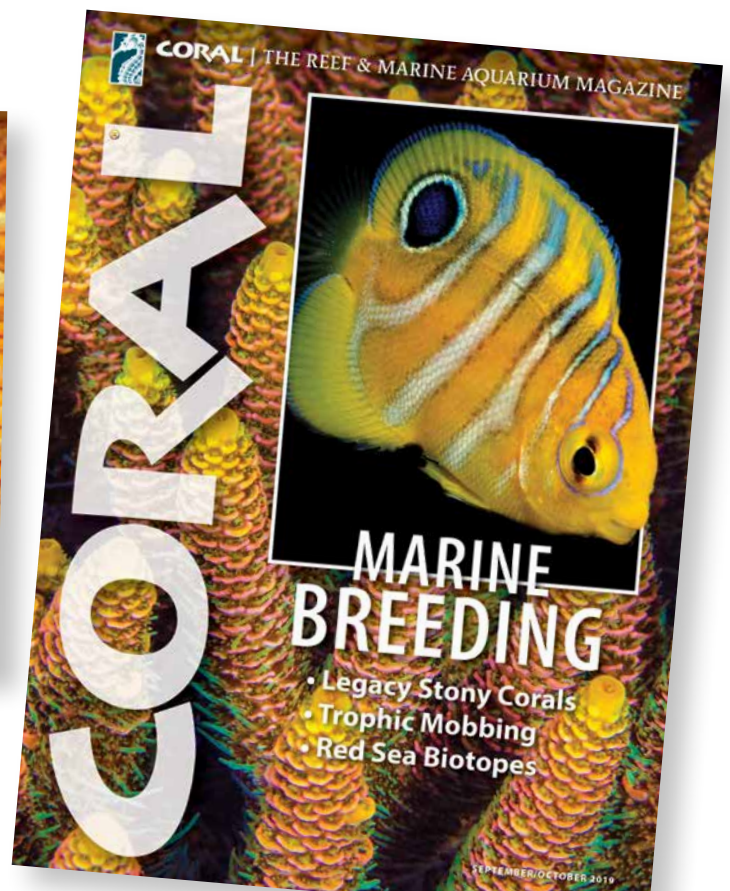
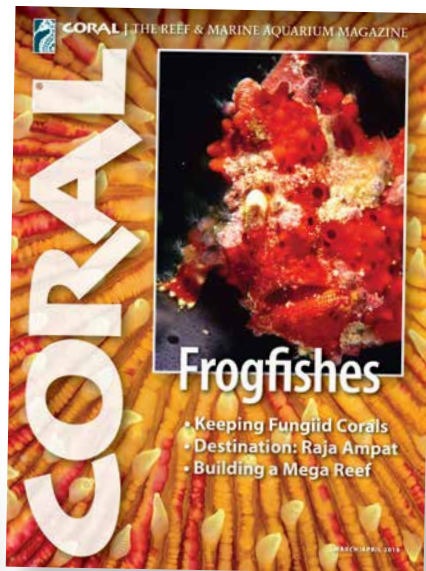
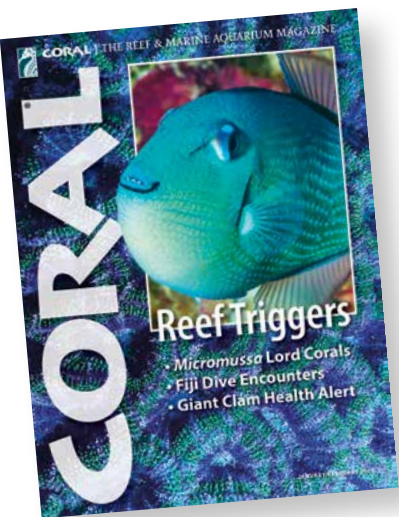
James Lawrence, Publisher • 802-343-0360

[james.lawrence@reef2rainforest.com](mailto:james.lawrence@reef2rainforest.com)

-or-

Judy Billard, Business Manager • 802-734-6604

[judy.billard@reef2rainforest.com](mailto:judy.billard@reef2rainforest.com)



# Print Advertising **RATES**

THE WORLD'S LEADING PAID-CIRCULATION MARINE-ONLY AQUARIUM MAGAZINE  
PUBLISHED BIMONTHLY | SIMULTANEOUS PRINT & DIGITAL EDITIONS

4-COLOR	1-2 ISSUES	3-5 ISSUES	6 ISSUES
<b>Spread</b>	<b>\$3,600</b>	<b>\$3,240</b>	<b>\$3,060</b>
<b>Full Page</b>	<b>\$2,000</b>	<b>\$1,800</b>	<b>\$1,700</b>
<b>1/2 Page</b>	<b>\$1,500</b>	<b>\$1,350</b>	<b>\$1,275</b>
<b>1/3 Page</b>	<b>\$935</b>	<b>\$840</b>	<b>\$795</b>
<b>1/4 Page</b>	<b>\$600</b>	<b>\$540</b>	<b>\$510</b>
<b>1/6 Page</b>	<b>\$400</b>	<b>\$360</b>	<b>\$340</b>
<b>1/12 Page</b>	<b>\$250</b>	<b>\$225</b>	<b>\$200</b>

COVERS	1X	3X	6X
<b>Cover 2 (Inside Front)</b>	<b>\$2,600</b>	<b>\$2,340</b>	<b>\$2,210</b>
<b>Cover 3 (Inside Back)</b>	<b>\$2,500</b>	<b>\$2,250</b>	<b>\$2,125</b>
<b>Cover 4 (Back)</b>	<b>\$2,750</b>	<b>\$2,475</b>	<b>\$2,338</b>

**BLEED:** No charge.

**INSERTS:** Limited availability. Please inquire.

**CONTRACT AND COPY REGULATIONS:** Please refer to PUBLISHER'S TERMS AND CONDITIONS (page 8).

# Digital Advertising **RATES**

<b>1</b>	<b>Targeted Premium Package - Marine</b> Focus your ads to appear on targeted Marine content pages! Includes Leaderboard, Large Badge and Button	<b>\$100</b> per month
<b>2</b>	<b>Global Button</b> A high traffic introductory choice for placement on every page of Reef2Rainforest.com.	<b>\$75</b> per month
<b>3</b>	<b>Targeted eNewsletters - Marine</b> Single advertiser per newsletter, weekly mailings, prominent position within editorial. Large Badge, one mailing per month.	<b>\$125</b> per month

# Print SPECIFICATIONS

## BASIC SPECIFICATIONS:

MAGAZINE TRIM SIZE: 8" x 10.75"

BINDING: Perfect Bound

PRINTING: 4-Color Web Offset

AD SIZES (WIDTH x DEPTH)	NON-BLEED	BLEED (includes .25 on outside edges that will get trimmed off)
Spread	14.75" x 9.375"	16.5" x 11.25"
Full Page	6.625" x 9.375"	8.5" x 11.25"
1/2 Page Horizontal	6.625" x 4.5"	8.5" x 5.5"
1/2 Page Vertical	3.1875" x 9.375"	4.0625" x 11.25"
1/2 Page Island	4.3125" x 6.75"	5.2085 x 7.75
1/3 Page Square	4.3125" x 4.5625"	
1/3 Page Vertical	2.0625" x 9.375"	2.9375" x 11.25
1/4 Page	3.1875" x 4.5625"	
1/6 Page	3.1875" x 3"	
1/12 Page	3.1875" x 1.375"	

# Digital SPECIFICATIONS

## AD SIZES

Leaderboard 728 x 90px  
 Large Badge 283 x 135px  
 Button 135 x 135px

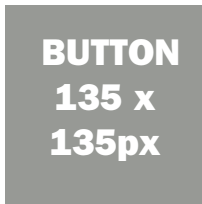
Ads in all spaces on Reef2Rainforest.com will rotate equally among a limited number of select advertisers.



**LEADERBOARD 728 x 90px**



**LARGE BADGE  
283 x 135px**



**BUTTON  
135 x  
135px**

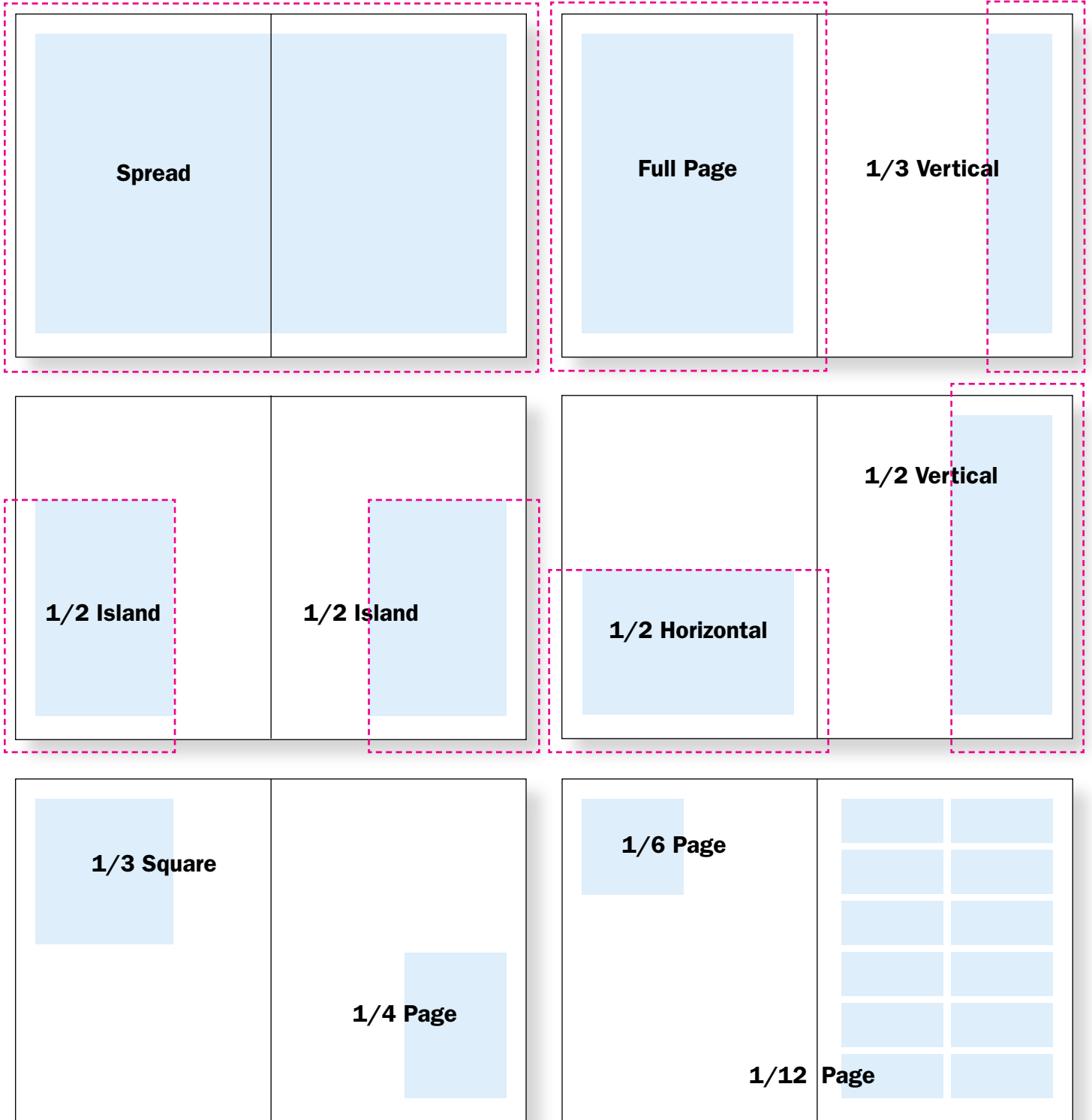
(not actual size)

## RESERVE SPACE TODAY: CONTACT US!

James Lawrence, Publisher • 802-343-0360 • james.lawrence@reef2rainforest.com or  
 Judy Billard, Business Manager • 802-734-6604 • judy.billard@reef2rainforest.com.

# Illustrating Bleed Ad Dimensions:

The dashed pink lines below indicate the bleed area and show the relationship between the bleed dimensions and the trim size (black lines), as well as the page area (tan tint). For a bleed ad, images or backgrounds should extend (or “bleed”) .25 inch past the trim to avoid having a white edge. Copy should be at least .25 inch inside the trim line—anything near the trim line is at risk of being cut off. Note that 1/3 Page Vertical, 1/2 Page Island, and 1/2 Page Vertical bleed ads have a right or left orientation and should be designed accordingly (and placement reserved/specified). Trim size and ad measurements are given on the page at right.

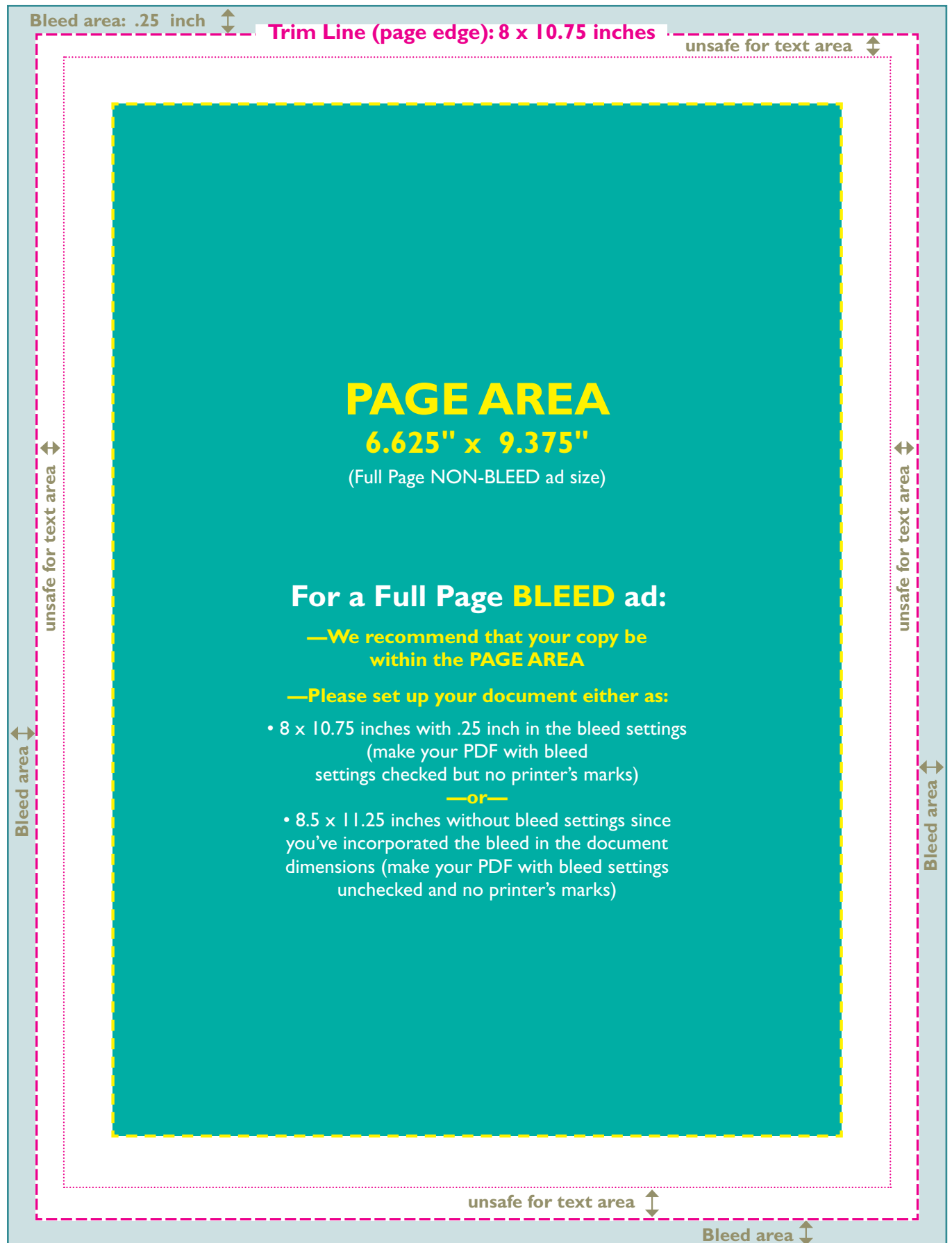


Page margins: **TOP** and **OUTSIDE** = 5/8"; **INSIDE** and **BOTTOM** = 3/4" • **BLEED** = +1/4"

(For bleed ads: Note that type and areas of an image that fall within 1/4" of the **trim edge** are in the risk zone and could be cut off)

## Full Page ad template (not to scale):

A PDF of this template at actual size is available on request.



# Print SPECS

## FILE FORMATS AND SPECIFICATIONS:

- **PDF/X-1a files are preferred.**
- Press-quality color proofs at 100% required for press match.
- Do NOT send low-resolution PDFs or Illustrator PDFs. For tips on creating PDF/X-1a files, visit [www.quebecorworldinc.com/uploadedFiles/CS/how2pdf.pdf](http://www.quebecorworldinc.com/uploadedFiles/CS/how2pdf.pdf)
- Other acceptable file formats include Macintosh InDesign files, Photoshop Tiffs and Illustrator EPS files (no Tiff-It, JPeg or GIF files, please). Be sure to include all support files that are incorporated into your ad (e.g. fonts, logos, images, etc.). All grayscale/color images must be at least 300 dpi; line art at 1200 DPI. When submitting EPS files from Adobe Illustrator, be sure to convert all text to outlines before saving the file. We cannot accept True Type fonts. DO NOT nest EPS files within EPS files! Please note: All native files will be converted to PDF/X-1a files, and the publisher does not guarantee exact replication.
- All colors must be in CMYK format: no RGB, Pantone or spot colors. SWOP standards apply. Any ads with noncompliant colors will be converted to CMYK, and color accuracy cannot be guaranteed. Files are NOT to be trapped or prescreened. Note: Please make sure all white type is set to knock out.
- Thin lines, fine serifs and medium to small type should be restricted to one color and not reversed. As a guideline, reverse type and line art should not be less than .007" (equivalent to a 1/2 pt. rule) at the thinnest part of a character or rule.
- Rich blacks should not exceed 280% and 100% is recommended for the black channel. Using 4-color black type on small type is not recommended.

## SUBMITTING MATERIALS:

### EMAIL MATERIAL TO:

- Ads (no larger than 10 megabytes) can be e-mailed to: [james.lawrence@reef2rainforest.com](mailto:james.lawrence@reef2rainforest.com) and [anne.linton@reef2rainforest.com](mailto:anne.linton@reef2rainforest.com)

### SENDING FILES OVER 10MB:

- **Go to [www.WeTransfer.com](http://www.WeTransfer.com)**
- **Click** "Add Files"
- **Enter** "Friend's email": [james.lawrence@reef2rainforest.com](mailto:james.lawrence@reef2rainforest.com) and [anne.linton@reef2rainforest.com](mailto:anne.linton@reef2rainforest.com)
- **Enter** "Your email" and **Click** "Transfer"

### TECHNICAL QUESTIONS:

- [anne.linton@reef2rainforest.com](mailto:anne.linton@reef2rainforest.com)

# Digital SPECS

## FILE FORMATS AND SPECIFICATIONS:

**JPG:** 72 DPI, RGB, max file size 40kb

**Static GIF:** 72 DPI, 256 colors, max file size 40kb

**Animated GIF:** 72 DPI, 256 colors, max file size 60kb, max animation time 30 seconds

**HTML5 / Rich Media:** Interactive, animated banner ads generally outperform static image banners. Banners deployed through HTML5 can have a more polished impression than a 256-color animated gif. Leveraging HTML5 can also help maximize messaging in small spaces (eg. our 135 X 135 button ads).

For full HTML5 specifications, visit <https://support.google.com/adwordspolicy/answer/176108?hl=en>

### Click-through URLs for each ad must be specified.

For additional general platform restrictions and recommended creative guidelines, please visit Google's Adwords policy page:

<https://support.google.com/adwordspolicy/answer/176108?hl=en>

## SUBMITTING MATERIALS:

### EMAIL MATERIAL TO:

- [james.lawrence@reef2rainforest.com](mailto:james.lawrence@reef2rainforest.com) and [matt.pedersen@reef2rainforest.com](mailto:matt.pedersen@reef2rainforest.com)

### SENDING LARGE FILES:

- **Go to [www.WeTransfer.com](http://www.WeTransfer.com)**
- **Click** "Add Files"
- **Enter** "Friend's email": [james.lawrence@reef2rainforest.com](mailto:james.lawrence@reef2rainforest.com) and [matt.pedersen@reef2rainforest.com](mailto:matt.pedersen@reef2rainforest.com)
- **Enter** "Your email" and **Click** "Transfer"

### TECHNICAL QUESTIONS AND SUPPORT:

- [matt.pedersen@reef2rainforest.com](mailto:matt.pedersen@reef2rainforest.com)



# TERMS & Conditions

## ADVERTISING CONDITIONS:

By submitting advertising materials to the Publisher, the Advertiser agrees to the following conditions:

- A. All contents of advertisements are subject to the Publisher's approval. The Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time without cause. The Publisher reserves the right to insert the word "advertisement" above or below any copy.
- B. Advertisers may not cancel orders for, or make changes to, advertising after the closing dates, unless approved by the Publisher.
- C. The Publisher will not be bound by any conditions, printed or otherwise, appearing on contracts, orders or copy instruction, that conflict with set policies.
- D. Advertisements received after closing date will not have the privilege of approval or revision by the advertiser or its agency, unless arranged with the Publisher.
- E. All advertising is Published upon the understanding that the Advertiser and its agency assume full and complete responsibility and liability for advertising submitted, printed or published.
- F. The liability of the Publisher for any error for which the Publisher may be held legally responsible will not exceed the cost of the space. The Publisher specifically assumes no liability for errors in the key numbers or in type set by the publisher. All advertising insertion orders are accepted subject to the condition that the publisher should have no liability for failure to execute accepted advertising orders because of acts of God, governmental restrictions, fires, strikes, accidents or other occurrences beyond the Publisher's control (whether like or unlike any of those enumerated herein) that prevent the Publisher from partially or completely producing, publishing or distributing CORAL Magazine or CORAL Magazine Online.

## PAYMENT TERMS:

- 1. New Advertisers** will prepay their first ad placement, unless other arrangements are made with the Publisher.
- 2. Invoices** are mailed upon Publication, with payment due net 30 days. The Publisher will supply the Advertiser with at least one bound copy of the issue containing the advertisement and one tear sheet of the Advertiser's ad in the issue.
- 3. Payments** should be made to:  
Reef to Rainforest Media, LLC  
140 Webster Road  
PO Box 490  
Shelburne, VT 05482
- 4. Payment can also be made via PayPal to:**  
Orders@reef2rainforest.com
- 5. Credit card payment** can be arranged. Call the business office at (802) 734-6604.
- 6. Any questions** regarding invoicing can be directed to Judy Billard, Business Manager, at Judy.Billard@reef2rainforest.com, or call (802) 734-6604.





# Reader **REVIEWS**

## “CORAL Rules!”

Great articles, great magazine. *CORAL* rules the table in our staff room!  
—CAIRNS MARINE (COLLECTION. EDUCATION. RESEARCH) | AUSTRALIA

## “A Keeper”

*CORAL* Magazine achieves a standard of information and print quality that is second to none. This is a magazine that is to be saved and absorbed over time, not merely glanced at and tossed.

—JULIAN SPRUNG | MIAMI GARDENS, FLORIDA

## “Simply Awesome”

*CORAL* is simply awesome, with outstanding photographs and up-to-the-minute information. Truly a 10 out of 10.

—RAMON VASQUEZ | MANATI, PUERTO RICO

## “Incredible”

*CORAL* Magazine skips the basics and ignores the temptation to cater to a more casual crowd with every-other-issue features on tank cycling and the dangers of overfeeding.

Instead, it features less general topics with a slightly more esoteric approach while remaining accessible to average marine hobbyists. Having spent innumerable hours scouring the Web and nearly every forum available on marine aquaculture, I can confidently say one can find novel information and ideas in *CORAL* Magazine that are rarely, if ever, discussed anywhere else.

This magazine provides incredible photographs, well-written articles, and insightful commentary. Any hobbyist who has spent more than a few hours reading through books or online forums on this subject should greatly appreciate *CORAL* Magazine.

—BRIAN O’SHAUGHNESSY | AMAZON REVIEWS

## “Ultimate Positioning”

“*CORAL* is just the Best Marine Magazine on the Planet.”

—JOHN ABERNATHY, LLOYD HARBOR, NEW YORK