



TURNING WHEEL

The Journal of Socially Engaged Buddhism

Published by the Buddhist Peace Fellowship

Mailing:

P. O. Box 3470
Berkeley, CA 94703-9906
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Shipping:

(FedEx/UPS)
1840 Alcatraz Avenue,
Suite A1
Berkeley, CA 94703

2008-09 ADVERTISING RATES

**Full Page
\$430**

41W x 56H picas

*6 13/16W x
9 5/16H inches*

**Quarter Page \$165
(Vertical Only)**

*20W x 27.5H picas
3 5/16W x 4 9/16H in.*

**Eighth Page \$90
(Horizontal only)**

*20W x 14H picas
3 5/16W x 2 5/16H in.*

**Half Page
\$250**

Horizontal

41W x 27.5H picas

*6 13/16W x
4 9/16H inches*

Vertical

20W x 56H picas

*3 5/16W x
9 5/16H inches*

DEADLINES

Issue: *Summer/Fall 2008*
Ad Reservation: June 15
Art Deadline: June 30
Publication Date: September 1

Winter 2008
October 26
November 9
January 12

Spring 2009
March 1
March 15
May 11

TERMS

First-time advertisers: Must submit payment with their insertion order.

Continuing advertisers: Must pay within 30 days of publication, upon invoice.

Multiple insertions: Paying for three issues or more in full after the first ad is placed qualifies for a 10% total discount on all three issues. Emailed PDF tearsheets are provided.

Cancellations: Ad space may be cancelled at no charge up to the date of the art deadline. Advertisers are financially responsible for ads canceled after the art deadline.

Content: Turning Wheel reserves the right to reject or cancel any advertisement considered inconsistent with the values and mission of the BPF.

Deadlines: We cannot guarantee that ads received after the deadline will be placed in the issue.

TECHNICAL INFORMATION

File Format: Submit ad copy via e-mail or on CD by mail, complete with all fonts and image files. Acceptable: PDF or Macintosh-formatted EPS files.

Ad Sizes: Ads must be submitted according to the specifications above.

Fonts: Advertisers must include all fonts used in the ad (printer and screen fonts). Please do not use True Type Fonts.

Image and Color: Include all image files in either TIFF or EPS formats. RGB color is not compatible and must be converted to CMYK or Grayscale.

Surcharges: An extra fee of \$50 will be charged for adjusting files that do not comply with the above technical standards.

To reserve ad space, please fill out an Insertion Order, available at www.bpf.org or by email: <TWads@bpf.org>.

TECHNICAL SPECIFICATIONS

We accept ad copy in two digital file formats: Macintosh-formatted EPS files and PDF (Adobe Acrobat) files.

InDesign—To save your ad as a PDF file, go to File, then Export.

Quark Express—The "Save Page as EPS" command is located under the File menu.

PageMaker—To save your ad as an EPS file, use the print command. In the Options section, click on Print to File, and the EPS button. Please note that we cannot use ads submitted in PageMaker.

We cannot use PC platform fonts. If you send us files from a PC, include a list of the names of all fonts used in the ad. If we are unable to make an exact substitution in-house, there will be an extra charge to advertisers to cover the cost of adjustments done by our printer.

Advertisers **MUST** include all fonts used in the ad—printer fonts and screen fonts. Failure to do so forces us to substitute fonts which may or may not be to your liking—there is also a \$50 fee for adjusting files that do not comply with technical standards. **DO NOT USE TRUE TYPE FONTS.**

In addition to all fonts, please be sure to include all image files in either TIFF or EPS formats. RGB color is *not* compatible; RGB images *must* be converted to CMYK or Grayscale.

Our printer recommends that halftones be scanned at a minimum of 240 dpi, and that line art be scanned at a minimum of 480 dpi.

We prefer to receive ad files via email at <twads@bpf.org>. If you must mail the ad files, please send them to us on a MAC-formatted Zip disk (100 mb only). Zip disks will be returned at our expense.

We must receive ad art on deadline to allow enough time to test the files before submitting the issue to the printer. Please do your utmost to comply with the deadlines we have set. We cannot guarantee that ads received after the art deadline will be placed in the issue.

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Advertising Insertion Order

DATE _____

ADVERTISER _____

CONTACT _____

E-MAIL _____

PHONE _____ FAX _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

BILLING (IF DIFFERENT FROM ABOVE)

CONTACT/ADDRESS _____

CITY _____ STATE _____ ZIP _____

Advertiser agrees to place ads in the following issues:

Issue	Size	V or H (1/2 page only)	Cost	Discount (10% for multiple insertions)	Total
Total contract cost:					

Special instructions/requests:

Back cover placement (1/2-page horizontal ads only) \$275

Place along trim on right-hand page

Payment enclosed

Bill full amount

Invoice each insertion

New advertisers must remit payment for first insertion with Insertion Order

Signatures

ADVERTISER _____

TURNING WHEEL _____

**Please fax completed form to 510/655-1369 or mail to:
Advertising, Turning Wheel, P.O. Box 3470, Berkeley CA 94703-9906**