



2004 ADVERTISING RATES *

- FULL COLOR -

SIZE	2 ISSUES	4 ISSUES	6 ISSUES
BC	175.	150.	125.
1/6	350.	275.	225.
1/4	450.	375.	325.
1/3	525.	475.	400.
1/2	750.	700.	650.
FULL	1300.	1250.	1200.
BACK COVER	1500.	1450.	1400.

FRONT COVER PLUS 1 PAGE ARTICLE \$1,500.
 Second page \$300. Available for one (1) issue.
 Available to annual contract advertisers.

FEATURE ARTICLE 1 PAGE \$500.

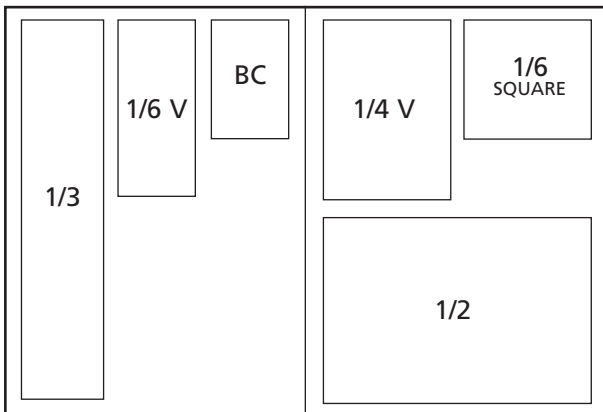
PRODUCTION CHARGE \$50.

LISTING IN GUIDE \$10 per month (\$20/issue)

* Rates subject to change. Limited Space Available

SIZE SPECIFICATIONS (IN INCHES)

BC...2.375 X 3.25	1/3...2.375 X 10
1/6 VERTICAL...2.375 X 4.875	1/2...7.5 X 4.875
1/6 SQUARE...3.625 X 3.25	FULL...7.5 X 10
1/4 VERTICAL...3.625 X 4.875	



AD SPECIFICATIONS

ACCEPTABLE DIGITAL FORMATS:

PDF, TIFF, EPS, Adobe Photoshop, Adobe Illustrator, QuarkXpress or High resolution JPEG

- Include all fonts or convert to paths/outlines
- Resolution should be 300dpi or higher
- All photographs and graphics must be CMYK

• send file to: production@dvineonline.com
 If you do not receive an emailed confirmation that your file was received, please call (209) 367-4118.

ADS TO BE CREATED:

- Submit highest quality images, logos, etc.
- Note any PMS colors or specific colors
- Include email or fax if you desire ad proof.
- Custom photography, illustration, logo design are available for an additional charge.

CONTACTS:

For sales information:
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CIRCULATING 200,000 + ANNUALLY