

DATES, RATES & SPECS



DATES

ISSUE	AD CLOSE	MATERIALS DUE
January/February	12/7/17	12/14/18
March/April	2/20/18	2/27/18
May	3/27/18	4/3/18
June	4/26/18	5/3/18
July/August	6/13/18	6/20/18
September/October	8/20/18	8/27/18
November/December	10/16/18	10/23/18

RATES

FREQUENCY	1X	4X	7X	10X
2P Spread	\$17,060	\$16,180	\$15,300	\$14,700
Full Page	\$9,400	\$8,940	\$8,480	\$8,200
2/3 Page	\$8,200	\$7,800	\$7,380	\$7,060
1/2 Island	\$7,880	\$7,480	\$7,100	\$6,700
1/2 Page	\$7,060	\$6,700	\$6,360	\$6,120
1/3 Page	\$6,360	\$6,000	\$5,700	\$5,560
1/4 Page	\$4,940	\$4,700	\$4,400	\$4,260
Jewelers Marketplace	\$3,540	\$3,360	\$3,180	\$3,040
Product Showcase	\$1,760	\$1,680	\$1,580	\$1,520

MAGAZINE RATES ARE GROSS (4/COLOR)

For information on Classifieds, please contact your sales rep.

SPECS

AD SIZES	BLEED	TRIM	NONBLEED
2P Spread	20.25 x 12.25	20 x 12	18.5 x 10.5
Full Page	10.25 x 12.25	10 x 12	8.5 x 10.5
2/3 Vertical	6.5 x 12.25	6.25 x 12	5.5 x 10.5
2/3 Horizontal	10.25 x 8	10 x 7.75	8.5 x 7
1/2 Island	6.5 x 8.75	6.25 x 8.5	5.5 x 7.75
1/2 Horizontal	10.25 x 6	10 x 5.75	8.5 x 5
1/2 Vertical	5 x 12.25	4.75 x 12	4 x 10.5
1/3 Square	6.5 x 6	6.25 x 5.75	5.5 x 5
1/3 Vertical	3.5 x 12.25	3.25 x 12	2.5 x 10.5
1/3 Horizontal	10.25 x 4.25	10 x 4	8.5 x 3.25
1/4 Vertical	5 x 6	4.75 x 5.75	4 x 5

Printing: Web offset, 200 line screen

Binding Method: Perfect bound

ABOVE SIZES ARE INCHES

Sizes allow for 1/8" trim at top, bottom and one side. Keep live matter 1/4" from all sides. Perfect alignment of type or design across gutter of two facing pages can't be guaranteed. Only advertisements fitting these specified sizes will be accepted.

REQUIRED DIGITAL MATERIALS

FILE SUBMISSION

Ad materials should be uploaded digitally via JCK.sendmyad.com.

RESOLUTION

All continuous tone images (grayscale and color images) should have a minimum resolution of 300 dpi at 100%. Scanned black-and-white line art should have a minimum resolution of 800 dpi at 100% and a maximum resolution of 2400 dpi. Maximum Total Ink Density (TDI) is 300.

DIGITAL ADVERTISEMENT FORMAT

PDF/X-1a—which means that it conforms to PDF version 1.3 (Acrobat 4); it has an output resolution of 2400 dpi; it is composite CMYK; it uses high-quality JPEG or lossless Zip compression; resolution for color and grayscale images is 300 dpi; resolution for monochrome images is 1200 dpi; and fonts are embedded and subsetted 100%; as well as other characteristics. This format is acceptable for full or partial pages. Trapping is the responsibility of the file provider.

Further information about PDF/X-1a can be found at www.pdf-x.com.

PROOF

JCK utilizes Virtual Proofing technology at its print facility. Hard copy guidance is no longer required. If you opt to use a proof for your internal color approval, please render at 100% size, to the SWOP 2006 #3 Data Set: SWOP2006_Coated3.

DISCLAIMER

All ads submitted via the portal must meet the above listed criteria. Out-of-spec files will be rejected and will require your immediate attention.

UPLOAD INFORMATION

FOR ADS: JCK.sendmyad.com

FOR PRODUCT SHOWCASE:

Upload completed Product Showcase Form and high resolution image to

<https://www.dropbox.com/request/hWCVoe3EcNpVKnubMJRs>



QUESTIONS

FOR ADS:

Vanessa Coppola, Pubworx

305-859-0090

vanessa.coppola@pubworx.com

FOR PRODUCT SHOWCASE: For questions related to Product Showcase, email JCKShowcase@advance.net

INSERTS & DELIVERY

CONTACT

To request print order requirements, due dates and additional information, please contact:

Estrella Bibas, Pubworx
305-859-0089
estrella.bibas@pubworx.com

A hard copy mock-up must be approved prior to printing and supplying an insert to the plant.

FULL PAGE BIND-IN INSERTS

Publication trim size: 10" w x 12" h
Delivered untrimmed size: 10 1/4" w x 12 1/4" h
Publication to trim: 1/8" from head, foot, grind, face

Live Matter: To be kept 1/4" from all four sides of final publication trim size.

All material jogs to the head.

Minimum paper weight for furnished inserts is 60 lb. book.

Perfect alignment of type or design across the gutter between an insert and run of book page cannot be guaranteed.

MAGNA STRIPPED INSERTS

Minimum width of magna strip: 4"
Minimum weight of magna strip: 9 pt. card stock

MAGNA STRIP PRODUCT DIMENSIONS

Maximum insert size: 9" x 11"
Minimum insert size: 5" x 3 1/2"
Position: 1/2" from the edge of the magna strip
All inserts on a magna strip will float. Perfs on supplied inserts are not preferred.

These will be evaluated on a case by case basis.

PACKING

All dividers must be cardboard or chip board.

All dividers must be fit to exact height, width and length of the container carton.

Dividers must be used between specified lifts when loads are banded and/or strapped.

Cartons must be sized to fit product size.

Each carton should not exceed 40 lbs.

Cardboard slip-sheets are to be used between carton layers.

Eggshell cartoning is to be used for large envelopes and for inserts with open glue lines.

No more than two separate inserts per pallet/carton and mark clearly.

Large quantities that are brick stacked must follow these guidelines:

- Product must fit skid and power-pac (no oversized containers or skids)
- Cardboard slip-sheets between lifts
- Maximum of 5" to 6" vertical lift size
- Backbone compensate between lifts and pile outward
- Lifts to be same height and square throughout load
- Load must be properly secured:
 - Wooden top
 - Banded
 - Corner boards
 - Shrink wrapped

No more than one insert on bulk pallet. If to be used on multiple issues, must be cartoned and clearly marked if on one skid.

PALLET SIZE

40" x 48" 4-way entry with bottom runners.
There should be no missing boards.

MAXIMUM PALLET HEIGHT AND WEIGHT

48" high (including pallet) and no more than 2500 lbs. Inserts are to be stacked brick style in consistent counts. The entire skid should be wrapped in plastic and strapped.

LABEL EACH PALLET

Publication title, insert name and issue date to the attention of the CSR
Skid number (1 of 2, etc.)
Quantity of inserts on pallet

Packing slips must accompany each shipment. A sample of the insert is to be affixed to two sides of each pallet.

CARTONS

Packed carton weight must not exceed 40 lbs.
Cartons exceeding 40 lbs. will be subject to repackaging charges.

IF SHIPPED IN CARTONS

Name and issue date of publication
Skid number
Quantity of inserts in each carton and total on pallet
Packing slips must accompany each shipment.

A sample of the contents is to be affixed to each carton. Labels must be clearly marked and large enough to be read from a 15 ft. distance.

LOAD

Inserts should be furnished to LSC/Liberty brick stacked on pallets in 6" lifts with all unit lifts facing one direction.

Cartons should be used when the nature of the insert or card does not permit brick stacking, or if additional protection of the material is required.

Cartons should have uniform quantity. Pieces inside cartons should have uniform orientation. Maximum of two lifts per carton is acceptable if compensation is necessary for packing. Individual cartons must weigh less than 40 lbs.

DELIVERY

Advance notice of 24 to 48 hours is required for all bulk insert shipments.

Inserts are to be delivered between 7 a.m. and 4 p.m., Monday through Friday. Weekends, holidays, or after hours by exception only.

Include detailed packing list showing total quantity per carton and/or pallet and total quantity of cartons/pallets. Reference the publication title and issue date.

Address/consign shipments to:

CREEL PRINTING
ATTN: Kelli Marshall
6330 W Sunset Road
Las Vegas, NV 89118
702-784-4972
JCK Magazine/Issue Month

RECEIPT OF DAMAGED GOODS

Damaged materials will be reported to the carrier and photographed. Photographs will be forwarded to your CSR if needed for repair assessment. If material is judged to be unacceptable for receiving, the load may be refused.

If the specifications as outlined above are not followed, extra handling may occur which could result in additional charges to the supplier.