



CELTICS 2010-2011 Official Yearbook





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Rates (Includes 4-color)

SOLD! Back Cover	\$13,000
SOLD! Inside Front Cover	\$11,000
SOLD! Inside Back Cover	\$10,500
Page One	\$11,000
Spreads	\$17,500
Full Page	\$9,500
2/3 Page	\$7,000
1/2 Page	\$6,000
1/3 Page	\$5,000
1/4 Page	\$4,000

Rate Base: 85,000 minimum

Closing Date: November 10, 2010

Publication Date: November 24, 2010

Ad Sizes:

Full Page Non-Bleed7.625"W x 10.125"H

Full Page Bleed

Bleed Size.....8.875"W x 11.375"H

Trim Size8.375"W x 10.875"H

Live Area.....7.625"W x 10.125"H

2/3 Page.. 5.175"W x 10.25"H

1/2 Page Vertical.....3.75"W x 10.25"H

1/2 Page Horizontal7.875"W x 5"H

1/3 Page Vertical.....2.5"W x 10.25"H

1/3 Page Square5.125"W x 5"H

1/4 Page3.75"W x 5"H

Spread

Non-Bleed Size16.25"W x 10.25"H

Bleed Size.....17.25"W x 11.375"H

Trim Size16.75"W x 10.875"H

Live Area.....16"W x 10.125"H

Ad Content: Publisher reserves the right to reject any ad that does not meet the high standards of the NBA and the Phoenix Media/Communications Group. Publisher assumes no liability if for whatever reason it becomes necessary to omit any particular ad. Cancellations not accepted after closing dates.

Printing: Four color web offset. 150 line-screen. Maximum ink density: 290.

Colors: Four-color standard balanced process colors.

Preferred Materials: Composite PDF format preferred (press optimized or, if possible, PDFX certified). Flattened Photoshop files are also acceptable. All images should be CMYK. All fonts should be imbedded or converted to paths where applicable. We are a Mac-based company. PC-native files are discouraged. Please Name your file with simply the ad name. No spaces, numbers, or special characters.

By Email: Send composite PDF (up to 5mb) to htemkin@phx.com or your account executive.

By FTP: For files over 5MB, upload to our FTP site. Access our FTP site via any FTP client (e.g., cyberduck, filezilla, cuteftp)
Address: ftp.phx.com.
User name: phxftp
Password: (No password - leave blank)

Shipping Instructions: All contracts, insertion orders, correspondences pertaining to advertising and all printing materials shipped to arrive by the published closing date of the magazine, should be shipped to the address below.

The Boston Celtics Official Yearbook is published under official sanction of the Boston Celtics. The Publication date may change to accommodate team rosters and/or statistical information.



For more information, call Howard Temkin at (617) 859-3242 or email him at htemkin@phx.com

Phoenix Media/Communications Group Sports Books

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