

# BROUGHTON

Q U A R T E R L Y



BROUGHTON QUARTERLY reaches a number of travel industry professionals, as well as hotel guests ranging from upscale connoisseurs at Santa Barbara's finest luxury boutique hotel, the Inn of the Spanish Garden, to business travelers and young families. Between printed and emailed copies, we estimate that nearly 100,000 readers every season enjoy Broughton Quarterly. Having successfully completed our first year of publication, we now feel confident in offering advertising opportunities to select businesses.

*Reach nearly 100,000 readers every season*

## Advertising Rates & Sizes

All ads are printed four color process

**TWO PAGE SPREAD**

Bleed Size:  
11.375" x 17.375"

Trim Size:  
10.875" x 16.75"

Live Area:  
10.375" x 16.375"

**FULL PAGE**

Bleed Size:  
8.625" x 11.125"

Trim Size:  
8.375" x 10.875"

Live Area:  
7.875" x 10.375"

**2/3 PAGE**

**VERTICAL**  
5.75" x 10.5"

**HORIZONTAL**  
8" x 7.125"

**1/2 PAGE**

**VERTICAL**  
5.125" x 10.5"

**HORIZONTAL**  
8" x 5.125"

**1/3 PAGE**

**VERTICAL**  
3.625" x 10.5"

**HORIZONTAL**  
8" x 3.5"

**1/4 PAGE**

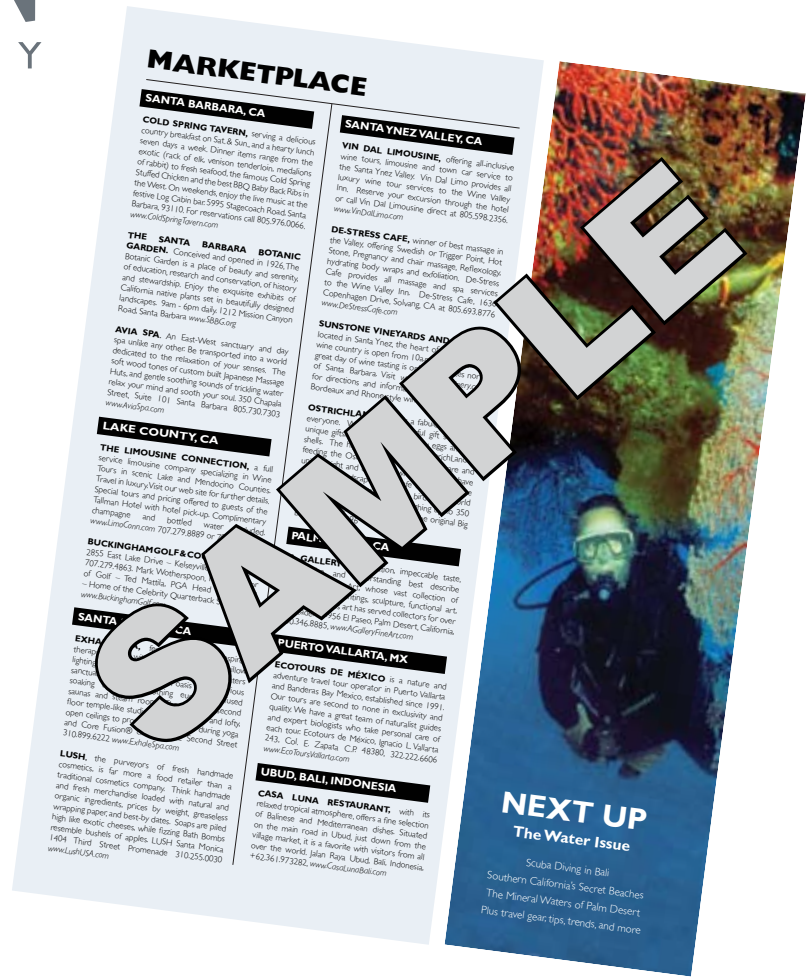
4" x 5.125"

Ad Size	1 Issue	2 Issues	4 Issues	Premium Pages
2 Page Spread	\$2400	\$2275	\$2100	Inside Front Cover - add \$400/issue Inside Back Cover - add \$350/issue Facing inside front/back covers - add \$300/issue
Full Page	\$1500	\$1420	\$1320	
2/3 Page	\$1050	\$975	\$925	
1/2 Page	\$850	\$800	\$750	
1/3 Page	\$650	\$600	\$575	
1/4 Page	\$400	\$375	\$350	

# BROUGHTON QUARTERLY

## Marketplace Classified Ads

BROUGHTON QUARTERLY now features a classified ads section, giving small businesses an opportunity to reach our readers for a minimal fee. "Marketplace" is sure to be a great resource for our readers. 50-word classifieds are available for just \$50 per issue! Call 714.848-2224 or send an email to Advertising@BroughtonQuarterly.com.



## Closing Dates & Mechanical Requirements

Advertising space closes	Deadlines for materials	Magazine release date
April 20, 2008	May 4, 2008	June 1, 2008
July 18, 2008	August 1, 2008	September 1, 2008
October 17, 2008	November 3, 2008	December 1, 2008
January 16, 2009	February 2, 2009	March 1, 2009
April 17, 2009	May 1, 2009	June 1, 2009

### Specs & file formats for digital ads

Preferred formats: PDF, PSD, TIFF, EPS (no nested EPS files).  
Alternate formats: JPG (300dpi only).  
Quark files will not be accepted.

All ads should use CMYK color space and bitmap images set to at least 300dpi at 100% scale. We are unable to accept ads containing Pantone spot colors.

Live matter must be a minimum of 1/4" from trim on all sides that border the edge of the page.

### Submission of digital ads

Ads should be submitted through our FTP site at:

Location: [web69.ixwebhosting.com](http://web69.ixwebhosting.com)

Username: bhguser

Password: bhgbhg

You may also mail materials on CD or DVD to:

Broughton Quarterly

c/o Aaron Smith

20241 SW Birch Street, Suite 201

Newport Beach, CA 92660