



MUSE IS THE QUARTERLY JOURNAL PUBLISHED BY THE LIT

2010 SPECS & AD RATES

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BACK COVER: \$550/\$450 (NON-PROFIT)

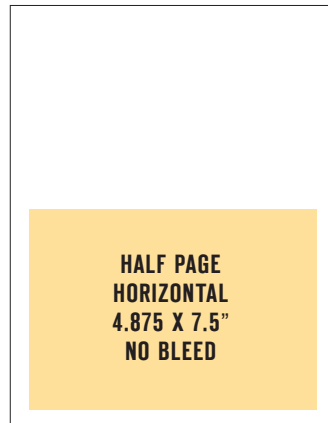
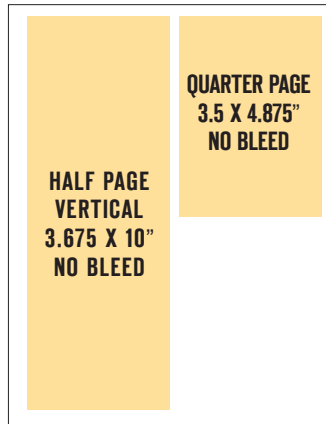
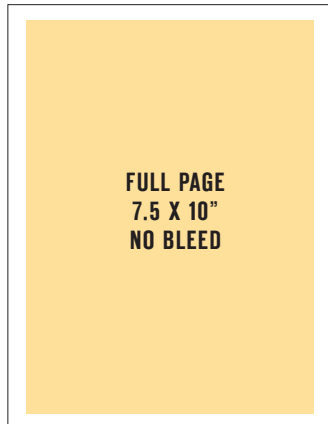
INSIDE FRONT OR BACK COVER: \$500/\$400 (NON-PROFIT)

FULL PAGE: \$450/\$350 (NON-PROFIT)

HALF PAGE: \$225/\$175 (NON-PROFIT)

QUARTER PAGE: \$125/\$100 (NON-PROFIT)

Discounts offered for repeat advertising.



HOW TO SUBMIT YOUR AD

ACCEPTABLE FILE FORMATS Illustrator (CS2), Adobe Acrobat (4.0) PDF, or Photoshop (5.0). Must include all related files required for output, including EPS or TIFF images and Adobe and non-Adobe Postscript Type 1 fonts. All color must be in CMYK mode. Do not embed an EPS file in another EPS file. Files must be prepared so that upon opening, all elements will be positioned correctly. It is suggested that the "Collect for Output", or similar function be used prior to sending files to ensure proper linkage of graphics and fonts.

PDF files must be saved using Adobe Distiller program (with acrobat) and the default press settings (300 dpi) and placed cmyk images.

MEDIA Deliver files via email or on CD. *Please identify advertiser with issue date and title* and name and phone number of a production contact person should there be a problem with the files.

PROOFS Color and B+W proofs must be included with all advertising — Approval or Iris digital proofs; matchprint or cromalin analog proofs.

WHERE TO SEND YOUR AD

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Walter Greene+Co
3091 Mayfield Road
Cleveland Heights, Ohio
216 371.9672
tlachina@wjgco.com

Please cc Kelly Bird, Advertising Account Manager
advertising4muse@the-lit.org

PRINTING SPECS

Trim Size: 8.5 x 11"

No Bleed. Live area 7.5 x 10"

Printing: Four Color Process, Offset

Binding: Saddle Stitch

Paper: 80# Text, Silk

200 line

Our design, production and printing is MAC based. Please prepare your art accordingly.



CLEVELAND'S LITERARY CENTER

ARTCRAFT BUILDING
2570 SUPERIOR AVENUE
SUITE 203
CLEVELAND, OHIO 44114

216 694.0000 WWW.THE-LIT.ORG



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2010 PRODUCTION SCHEDULE

Muse is a quarterly magazine published in March, June, September, and December.

Issue	Target Publication Date	Ad Reservation Due	Art+Content Due
MARCH	February 22	January 22	February 05
JUNE	May 24	April 16	May 07
SEPTEMBER	August 20	June 11	August 13
DECEMBER	November 22	October 15	November 12

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