

gam[®] | mag

The only monthly magazine in Northern Virginia you will ever want to read when you want the inside scoop.



2021
Rate Sheet

Ad Deadlines & Specifications

gam® | mag

2021 Rate Sheet

	6x	12x	18x
Front Inside Cover (bleed available)	2,900	2,610	2,350
Back Cover (bleed available)	2,735	2,461	2,215
Back Inside Cover (bleed available)	1,320	1,188	1,070
Full Page (bleed available)	1,250	1,125	1,020
1/2 Page Extra	1,060	990	895
1/2 Page	800	720	650
1/3 Page Vertical	650	600	540
1/3 Page Horizontal	450	420	380
1/4 Page	400	360	330

We mail to businesses, nonprofits, trade associations and government contractors throughout the Washington, DC metropolitan region. Our substantive coverage makes the gam®|mag unique, as we blend interesting, informational, and fun articles for readers to enjoy.

For Readers:

- WE INFORM readers with useful business, financial, and historical articles from experts in the field.
- WE CREATE AWARENESS of organizations and their services otherwise not reported in other media.
- WE SHOWCASE area executives and the organizations they run.
- WE PROVIDE A MARKETPLACE where readers can find solutions to their unique needs.

For Advertisers:

- WE REACH nearly 15,000 mail subscribers plus additional readers through free distribution.
- OUR LOYAL BASE is more likely to use the services of advertisers.
- WE SERVE a customer base beyond magazine subscribers.
- OUR READERS represent a diverse cross section of industry professionals and executives likely to benefit from the services advertised.

2021 Advertising Deadline

All art files must be received in proper format no later than the **1st of the month** preceding the month's issue

For Full Page Advertisements Only

1/8" Bleed Requirement beyond trim for BLEED ads (will be cut off when book trims)

Bleed Size 8.75" x 11.25"

Page Trim 8.5" x 11"

Safety Area for all text, logos, etc. 7.5"w x 10"h

To Provide Art Files:

- Accepted File Types: PDF
- Critical Color ads must be accompanied by a color-accurate proof. gam®|mag cannot guarantee exact color if a color-accurate proof is not provided (with all supporting images and fonts)
- All files must be 300 dpi at printed size and be converted to CMYK. Each image within the file must be 300 dpi.

We Can Create Your Ad:*

Please provide the following:

- Images (including logos) at 300 dpi at printed size or larger and converted to CMYK
- Text as a Word Document

Note: Images downloaded from the internet cannot be accepted due to standard low resolution

*There is a fee for all ad creative work

