

LA CUCINA ITALIANA

since 1929 Italy's premier food and style magazine

2008 Rate Card

Piazza Marketplace Advertising



Circulation: 105,000

4 Color:	1X	4X	6X
1/3 Page	\$2,584	\$2,449	\$2,286
1/6 Page:	1,326	1,258	1,185
1/12 Page:	695	635	575
1/24 Page:	375	340	310

FREQUENCY: Minimum of 3 issues required for all classified ads

TERMS: Net 30 days

COMMISSIONS: 15% of gross billings recognized agencies

MECHANICAL CHARGES: Key numbers, halftones, camera work and/or stripping will be billed to advertiser

MATERIALS: Pdf format preferred. Mac compatible on disk (100 MB Zip, DC-rom).

Accepted applications InDesign, QuarkXpress 4.1, Adobe Photoshop 5, Illustrator

MEASUREMENTS:	Width	Depth
1/3 square	4 3/4"	4 3/4"
1/3 vertical	2 1/4"	9 3/4"
1/6 vertical	2 1/4"	4 3/4"
1/6 horizontal	4 3/4"	2 1/4"
1/12	2 1/4"	2 1/4"
1/24	2 1/4"	1"

For more information please call Sabrina Notarnicola at 646-673-8618

QUADRATUM PUBLISHING
415 Madison Avenue, 14th Floor, New York, NY 10017