

NET	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE
1X	\$15,464	\$12,560	\$11,067	\$9,499
3X	\$15,229	\$12,324	\$10,833	\$9,263
6X	\$14,915	\$12,096	\$10,519	\$9,028
9X	\$14,680	\$11,775	\$10,283	\$8,792
12X	\$14,444	\$11,540	\$10,048	\$8,556
Every Issue	\$14,072	\$11,429	\$10,073	\$8,644

The following are the specifications for the print advertising in *Government Executive*. All specifications are measured width by height.

## DIGITAL SPECIFICATIONS

### FILE FORMATS:

- PDF/X-1a:2001 for full pages and spreads
- TIFF files for partial page ads

### FILES:

- Flatten all transparencies before saving/exporting as a PDF
- Trapping is the responsibility of the advertiser/agency
- Add 1/8 inch bleed on all sides
- RGB colors should not be used and unintended spot colors will be automatically converted to CMYK

### PROOFS AND EXTRA INFO:

- Proofs must meet SWOP specifications and include a quality control patch (color bars); SWOP standard proofs are regarded as contract quality
- Proofs that do not meet SWOP standards will be used for general guidance to obtain pleasing color
- *Government Executive* will not accept responsibility for color discrepancies
- *Government Executive* will not accept responsibility for typos in art files. It is the responsibility of the advertiser or agency to proof-read material before it is submitted
- *Government Executive* does not guarantee competitive separation

## SHIPPING

Send all contracts/insertion orders, proofs and digital files to:

**GOVERNMENT EXECUTIVE**  
 600 New Hampshire Avenue, NW  
 Washington, DC 20037  
 Attn: Jennifer West Fisher  
 Phone: 202-266-7302  
 Fax: 202-266-7350  
 Email: [jfisher@govexec.com](mailto:jfisher@govexec.com)

**FTP SITE:**  
<ftp.strasburg.rrd.com>  
 User ID: *govtexec*  
 Password: *C3Ys69x*  
 Place file in 'Direct from Advertisers' folder.

**OR SEND FILE USING:**  
[yousendit.com](http://yousendit.com)

## SIZE SPECIFICATIONS

### FULL PAGE:

Final trim.....8" x 10 1/2"    Page bleed .....8 1/4" x 10 3/4"  
 Live Matter..... 7 1/2" x 10"

### 1/2 PAGE:

Horizontal ... 7 3/16" x 4 7/8"    Vertical (Island) ... 4 1/2" x 7 1/4"

### 2/3 PAGE:

Vertical Only .....4 5/8" x 9 5/8"

### 1/3 PAGE:

Square..... 4 5/8" x 4 5/8"    Vertical.....2 1/4" x 9 5/8"

### 1/6 PAGE:

Vertical Only ..... 2 1/4" x 4 3/4"

### SPREADS

- Supply spread materials as single full-page files.  
 See full-page specs above for details

## BRC'S, INSERTS AND OUTSERTS

- Call for pricing details
- *Government Executive* is saddle-stitched

Call Misty or Carla to schedule a delivery at 540-477-3000.

Send BRC's, Inserts and Outserts to:

### RR DONNELLEY

377 Industrial Park Road  
 Mt. Jackson, VA 22842  
 Attn: Karl Ponstingel  
*Government Executive* Issue Date

For more information, contact your account director or Hilery Sirpis at 202.266.7332 or [hsirpis@govexec.com](mailto:hsirpis@govexec.com)

All rates subject to *Government Executive* terms and conditions. For complete list of terms and conditions visit our online media kit at [www.GovernmentExecutive.com](http://www.GovernmentExecutive.com)