

NET	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE
1x	\$16,485	\$13,389	\$11,799	\$10,126
3x	\$16,235	\$13,138	\$11,548	\$9,875
6x	\$15,900	\$12,895	\$11,214	\$9,624
9x	\$15,650	\$12,553	\$10,962	\$9,372
12x	\$15,397	\$12,302	\$10,711	\$9,121
EVERY ISSUE	\$15,000	\$12,184	\$10,604	\$9,122

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

### DIGITAL SPECIFICATION

#### 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: Maxine Springer

Phone: 202-266-7752

Fax: 202-266-7350

Email: [mspringer@govexec.com](mailto:mspringer@govexec.com)

FTP Site  
<ftp.strasburg.rrd.com>  
User ID: [govtexec](#)  
Password: [PfN62HkA](#)

Place file in 'Direct from Advertisers' folder.

Or send file using  
[www.yousendit.com](http://www.yousendit.com)

### SIZE SPECIFICATION

#### 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 (Island) 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

Final trim 16" x 10 1/2"

### BRC'S/INSERTS/OUTSERTS

Please call for pricing details. *Government Executive* is saddle-stitched.

#### GENERAL SKIDS/PACKAGING SPECIFICATIONS

Inserts must deliver on sturdy wooden pallets, 42"x48". Pallets are not to exceed 48" tall or gross in excess of 2k pounds. If any product quantity is less than 2 layers, the product must be in cartons. All card stock material less than 8.0" W x 11.5" L must be poked in cartons. All cartons NOT to exceed 30 lbs in weight.

#### IDENTIFICATION PER PALLET AND CARTON

Packaging slip must accompany every shipment and contain the following for each item delivered:

- Publication name—*Government Executive*
- Customer Service Contact—Karl Ponstingel
- Advertiser name
- Issue date
- Insert or key-code number
- Quantity per pallet and/or carton
- Number of cartons
- Pallet tare weight

#### SCHEDULE DELIVERY

Please call 540-465-6667  
Deliveries accepted from  
9am-1pm by appointment only.

#### MAIL TO

RR Donnelley  
One Shenandoah Valley Drive  
Strasburg, VA 22657