



**2008 NW Fightscene Advertising Rate Card**  
*(Prices effective March 1st, 2008)*

*With over 10,000 readers per print issue, and 90,000 online visitors over the length of a 3 month ad buy, advertising with NWFS is an extremely effective and inexpensive way to reach your target audience!*

**NW FIGHTSCENE GYM DIRECTORY LISTING**

LISTING TYPE	Cost*	Benefits
STANDARD	\$25/issue	Gym Directory Print Listing, Online Listing, Receive 10 Magazines
PRO	\$50/issue	Gym Directory Print Listing, Online Listing, Receive 50 Magazines

*\*Directory listing requires one time up-front payment good for 4 consecutive issues*

**NW FIGHTSCENE PRINT AD SPACE**

PRINT AD SIZE	AD Dimensions	1x Buy	1x Premium	4x Buy / Gym Rate	4x Premium
Sixteenth Page	3.75 x 1.031	\$150	N.A.	\$125	N.A.
Eighth Page	3.75 x 2.312	\$200	N.A.	\$150	N.A.
Quarter Page*	3.75 x 4.875	\$350	N.A.	\$250	N.A.
Half Page (Vertical)*	3.75 x 10	\$600	\$700	\$500	\$600
Half Page (Horizontal)*	7.75 x 4.875	\$600	\$700	\$500	\$600
Full Page (w/ Bleed)*	8.5 x 11 (.25" bleed) trim size 8.25 x 10.5	\$1000	\$1200	\$800	\$1000
Full Page (Cut)*	7.75 x 10	\$1000	\$1200	\$800	\$1000
2 Pages*	2 Full Page Ads	\$1800	\$2000	\$1500	\$1800
Technique Sponsorship	1 Full Page Technique - includes gym logo/info	\$600	N.A.	N.A.	N.A.

*\*A quarter page or larger ad buy entitles advertiser to free online ad space. See details below.*

**NW FIGHTSCENE ONLINE AD SPACE**

WEB AD SIZE	AD Dimensions	1x Buy
Web Button	120x120 pixels	\$100
Web Banner	468x60 pixels	\$200

*(Note: If purchasing a print ad that is a quarter page or larger, web button is free!  
 If purchasing a print ad that is a full page or larger, web button and web banner are free!!)*

**PRINT AD SPECIFICATIONS**

**Files Accepted: TIFF / PSD (300+DPI) / EPS (press quality) / PDF (w/ fonts embedded)**  
**COLOR IMAGES MUST BE CMYK / BLACK & WHITE (220+DPI)**  
**SOFTWARE: ADOBE INDESIGN / PHOTOSHOP / ILLUSTRATOR**  
**WHEN POSSIBLE SEND FILES THAT CAN BE EDITED / SIZE FILES AT 100%**  
**CONVERT ALL TEXT TO CURVES / INCLUDE TRUETYPE FONTS**  
*Email files to [graphics@NWFightscene.com](mailto:graphics@NWFightscene.com)*