

## SHARING SWEET MEMORIES OF DAYS GONE BY

### Looking Back

Sharing sweet memories of days gone by, *Looking Back* magazine caters to the nostalgia market with heart-warming stories that tell of relationships and community, highlight good deeds, and visit thoughtful actions. Designed to engage readers with full-color pages on a high-gloss paper with easy-to-read type, readers find comfort in its first-person stories, homemade recipes, thoughtful photos, and touching illustrations from a time of family, simplicity and home. Current circulation is 160,000 with six issues a year.

**LOOKING BACK** circulation 160,000  
**2010 PRINT RATES**

4-Color Unit	1x	3x	6x
Cover	\$11,852	\$11,063	\$10,338
Page	\$9,662	\$9,009	\$8,419
2/3 page	\$7,537	\$7,027	\$6,567
1/2 page	\$5,991	\$5,585	\$5,220
1/3 page	\$4,348	\$4,054	\$3,789
1/4 page	\$3,189	\$2,973	\$2,778
1/6 page	\$2,126	\$1,982	\$1,852

For more information about advertising with DRG, please contact the account manager in your area:

**NORTHEASTERN U.S.:** Reina Miller  
 (917) 421-9052  
 e-mail: r.miller@jamesgelliott.com

**SOUTHEASTERN U.S.:** Ilyssa Somer  
 (917) 421-9055  
 e-mail: i.somer@jamesgelliott.com

**CENTRAL U.S.:** Joe Wholley  
 (312) 236-4900, ext.1102  
 e-mail: j.wholley@jamesgelliott.com

**WESTERN U.S.:** Kim McGraw  
 (213) 596-7215  
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**One Winter in Michigan**  
 I remember my first winter in Michigan...  
**Change of Heart**  
 I had a change of heart...  
**1960s**  
 I was born in the 1960s...  
**1960s**  
 I was born in the 1960s...  
**1960s**  
 I was born in the 1960s...

### Print Production Schedule

ISSUE	Ad Closing Date	Materials Due Date	Mail Date	Newsstand Date
Jul 2010	04/06/10	04/13/10	05/18/10	06/08/10
Sep 2010	06/08/10	06/15/10	07/20/10	08/10/10
Nov 2010	08/10/10	08/17/10	09/21/10	10/12/10
Jan 2011	10/05/10	10/12/10	11/16/10	12/07/10
Mar 2011	12/07/10	12/14/10	01/18/11	02/08/11

**GENERAL INFORMATION:** Advertising is subject to publisher's approval. All contracts and insertion orders are accepted subject to terms and regulations of rate card.

Cancellations must be in writing and requested 2 weeks prior to published closing date. Space is billed as reserved.

Publisher reserves the right to run a previous advertisement if new materials are not received by the materials due date. The word "Advertisement" will be placed with ad copy which, in the publisher's view, resembles editorial matter.

Publisher assumes no responsibility for errors or omissions in customer-provided materials and information, or for failure to publish due to late or missing materials.

Signature on insertion order acknowledges acceptance of the terms listed herein.

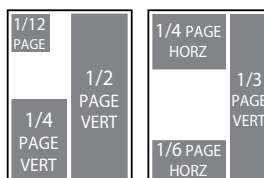
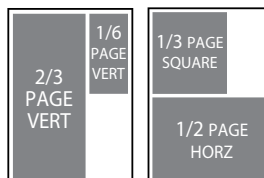
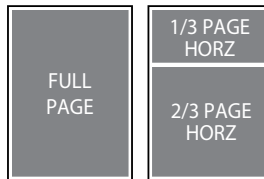
**ELECTRONIC MEDIA:** DRG operates on a Mac platform. PDF/X-1a or Press Quality PDFs are accepted for placement. Working files must include ALL: original files, images (linked, placed or supporting EPS files), collected fonts and PDF of finished ad.

**FONTS:** All fonts used are to be supplied or converted to outlines.

**IMAGES:** Supply high-resolution images (300 dpi or better). Photoshop files, PSDs, PDFs, .tif, .jpg, or EPS files (DRG does not accept responsibility for the quality of low-resolution files).

**COLORS:** All colors must be CMYK. Spot or Pantone colors will be converted to CMYK. (DRG does not accept responsibility for color shifting during converting.) Any black elements (text, line art, etc.) should be 100% black, not rich or 4-color black.

**SUBMITTING MATERIALS:** Materials can be submitted through our web-based FTP site, or by e-mail if files are reasonable size (under 5MB). For information on our FTP site, contact your DRG Account Manager.



### Ad Dimensions

Full Page	Inches Wide	Inches High
Full Page Trim	8	10 3/4
Full Page Bleed	8 1/2	11 1/4
<b>2/3 Page</b>		
Vertical	4 5/8	9 1/2
Horizontal	7	6 1/4
<b>1/2 Page</b>		
Vertical	3 1/2	9 1/2
Horizontal	7	4 5/8
<b>1/3 Page</b>		
Vertical	2 1/4	9 1/2
Horizontal	7	3 1/8
Square	4 5/8	4 5/8
<b>1/4 Page</b>		
Vertical	3 1/2	4 5/8
Horizontal	4 5/8	3 1/2
<b>1/6 Page</b>		
Vertical	2 1/4	4 5/8
Horizontal	4 5/8	2 1/4
<b>1/12 Page</b>		
Square	2 1/4	2 1/4

#### MAILING INFORMATION:

Proofs and CDs may be mailed to:

DRG - Ad Sales  
306 East Parr Road  
Berne, IN 46711

#### ASSISTANCE:

If you need assistance or have any questions, do not hesitate to contact us:

Traci Garner  
Advertising Traffic Coordinator  
(877) 282-4724, ext. 352  
traci\_garner@drgnetwork.com