

Print Advertising Rates

Four-Color Display

Rate Card 18 (Effective February 2011 Issue)

Ad Size	13x	12x	6x	4x	1x
Full Page	\$5,840	\$6,140	\$6,660	\$7,190	\$7,490
3/4 (Jr. Full)	NA	\$5,140	\$5,680	\$6,120	\$6,380
1/2	\$3,770	\$3,970	\$4,300	\$4,640	\$4,830
3/8	NA	\$3,500	\$3,800	\$4,100	\$4,270
1/4 Vertical	NA	\$3,470	\$3,770	\$4,070	\$4,230
1/4 Square	NA	\$3,080	\$3,420	\$3,690	\$3,840
1/8	NA	\$2,050	\$2,120	\$2,300	\$2,390
1/8 Spotlight*	NA	\$1,020	\$1,130	\$1,230	\$1,280

*1/8 page Spotlight Ads are horizontal and may be stacked. Section placement is not guaranteed. For black and white ads, subtract \$600 from 4-color rate for all sizes except 1/8 page Spotlight Ads.

Premium Positions

Back Cover	\$7,370
Inside Front or Inside Back Cover	\$7,060
Other Premium Positions	Add 10% to 12x rate

All premium positions are sold on a 12x basis and require 4-color materials.

Ad Dimensions & Configurations

Unit	Wide	x	Deep
Spread	19"	x	10 3/4"
Full Page	9"	x	10 3/4"
3/4 Page (Jr. Full)	7"	x	10 3/4"
1/2 Horizontal	9"	x	4 7/8"
1/2 Vertical	4 9/16"	x	10 3/4"
3/8 Vertical	4 9/16"	x	7 7/8"
1/4 Vertical	2 1/8"	x	10 3/4"
1/4 Square	4 9/16"	x	5 1/4"
1/8 Horizontal	4 9/16"	x	2 5/8"
1/8 Vertical	2 1/8"	x	5 1/4"

Bleed:

Full page*	10 1/4"	x	12 1/4"
Spread*	20 1/4"	x	12 1/4"

*See bleed specifications

Insert Rates

Please call for estimate

