

Full Page Bleed

Full Page

2/3 Page

1/3 Vertical

1/3 Square

1/6 Vertical

1/2 Page
Horizontal

1/3 Square

1/6 Vertical

1/6
Horizontal

1/12
Vertical

1/6
Horizontal

1/12
Vertical

AD RATES

FULL COLOR

	<u>9X</u>	<u>6-8X</u>	<u>2-5X</u>	<u>1-X</u>
<u>Back Cover</u>	\$1,248	\$1,393	\$1,787	\$2,225
<u>Inside Front Cover</u>	\$1,080	\$1,206	\$1,553	\$1,985
<u>Inside Back Cover</u>	\$1,080	\$1,206	\$1,553	\$1,925
<u>Page 1</u> (Opposite inside cover)	\$1,080	\$1,206	\$1,553	\$1,925
<u>2 Page Spread</u>	\$1,436	\$1,633	\$2,156	\$2,895
<u>Full Page</u>	\$796	\$906	\$1,256	\$1,600
<u>2/3 Page</u>	\$588	\$669	\$896	\$1,175
<u>1/2 Page</u>	\$480	\$559	\$729	\$965
<u>1/3 Page</u> (Sq. or Vert.)	\$435	\$470	\$585	\$695
<u>1/6 Page</u> (Horz. or Vert.)	\$240	\$261	\$325	\$385
<u>1/12 Page</u>	\$140	\$153	\$190	\$225

Full Page Bleed additional \$100

AD DEADLINES

<u>ISSUE</u>	<u>FINAL PROOF APPROVED</u>
<u>February / March</u>	<u>4th, January</u>
<u>April</u>	<u>3rd, March</u>
<u>May</u>	<u>3rd, April</u>
<u>June / July</u>	<u>2rd, May</u>
<u>August</u>	<u>3rd, July</u>
<u>September</u>	<u>4th, August</u>
<u>October</u>	<u>3rd, September</u>
<u>November</u>	<u>3rd, October</u>
<u>December / January</u>	<u>3rd, November</u>

AD SIZE SPECIFICATIONS

<u>Trim Size</u>	<u>8.25" x 11"</u>	<u>1/3 Page Sq.</u>	<u>5" x 5"</u>
<u>Full Page Bleed</u>	<u>8.625" x 11.5"</u>	<u>1/3 Page Vert.</u>	<u>2.4" x 10.125"</u>
<u>Full Page</u>	<u>7.5" x 10.125"</u>	<u>1/6 Page Horiz.</u>	<u>5" x 2.4"</u>
<u>2/3 Page</u>	<u>5" x 10.125"</u>	<u>1/6 Page Vert.</u>	<u>2.4" x 5"</u>
<u>1/2 Page</u>	<u>7.5" x 5"</u>	<u>1/12 page</u>	<u>2.4" x 2.4"</u>

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