

Display Ad Rates & Sizes

[BEST VALUE]

4 COLOR RATES	1X	3X	6X	12X
Full	\$7,300	\$7,190	\$7,025	\$6,990
2/3 Page	\$5,935	\$5,726	\$5,600	\$5,319
1/2 Page	\$4,742	\$4,578	\$4,512	\$4,288
1/3 Page	\$3,681	\$3,570	\$3,528	\$3,376
Full + 1/3 Page ADS PLUS	\$11,594	\$11,190	\$11,034	\$10,482
1/2 Page Spread ADS PLUS	\$8,928	\$8,660	\$8,401	\$7,904
2 Page Spread ADS PLUS	\$11,900	\$11,200	\$10,900	\$10,600

Premium Positions

20% premium

- Inside front cover
- Back cover
- Page 1

15% premium

- Inside back cover
- Opposite table of contents
- Opposite masthead

10% premium

- Any guaranteed position

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AD SPECS	TRIM SIZE	BLEED SIZE
Full Page <i>Keep all live matter, not intended to trim, 1/2" from TRIM edges.</i>	8-1/2" x 10-7/8" (8.5" x 10.875")	8-3/4" x 11-1/8" (8.75" x 11.125")
1/2 Page Vertical	3-5/8" x 10" (3.625" x 10")	N/A
1/2 Page Horizontal	7-1/2" x 4-7/8" (7.5" x 4.875")	N/A
2/3 Page Vertical	4-7/8" x 10" (4.875" x 10")	N/A
2/3 Page Horizontal	7-1/2" x 6-1/2" (7.5" x 6.5")	N/A
1/3 Page Vertical	2-3/8" x 10" (2.375" x 10")	N/A
1/3 Page Square	4-7/8" x 4-7/8" (4.875" x 4.875")	N/A

ADS PLUS	TRIM SIZE	BLEED SIZE
1/2 Page Spread	17" x 5-3/8" (17" x 5.375")	17.25" x 5.625"
Full + 1/3V	8-1/2" x 10-7/8" (8.5" x 10.875") PLUS 2-3/4" x 10-7/8" (2.75" x 10.875")	8-3/4" x 11-1/8" (8.75" x 11.125") PLUS 3" x 11-1/8" (3" x 11.125")
2-Page Spread	8-1/2" x 10-7/8" (8.5" x 10.875") two separate full pages <i>same as full page</i>	8-3/4" x 11-1/8" (8.75" x 11.125") <i>same as full page</i>