

2017 Rate Card

General Advertising Rates

Rate Card #21
Effective January 2017
All rates are gross

4 Color	1x	3x	6x
Full Page	\$ 4,640	\$ 4,410	\$ 4,180
2/3 Page	3,260	3,100	2,930
1/2 Page	2,900	2,760	2,610
1/3 Page	1,750	1,660	1,580
1/6 Page	1,030	980	930

B&W	1x	3x	6x
Full Page	\$ 3,730	\$ 3,540	\$ 3,360
2/3 Page	2,600	2,470	2,340
1/2 Page	2,310	2,190	2,080
1/3 Page	1,380	1,310	1,240
1/6 Page	830	790	750



Ad Sizes

Full Page & Spreads

2/3 Page

1/2 Page

1/3 Page

1/6 Page

Full page
7.875"W x 10.5"H

Spreads
15.75"W x 10.5"H

Add .125" bleed to all sides.
Live copy no less than .25" from trims.

Vertical
4.5"W x 9.5"H

Horizontal
6.875"W x 4.625"H

Square
4.5"W x 4.625"H

Vertical
2.125"W x 9.5"H

Vertical
2.125"W x 4.625"H

