

## 2017 Rate Card

### General Advertising Rates

Rate Card #21  
 Effective January 2017  
 All rates are gross

4 Color	1x	3x	6x
Full Page	\$ 20,400	\$ 19,380	\$ 18,360
2/3 Page	14,300	13,590	12,870
1/2 Page	12,760	12,120	11,480
1/3 Page	7,650	7,270	6,890
1/6 Page	4,500	4,280	4,050

  

B&W	1x	3x	6x
Full Page	\$ 16,310	\$ 15,490	\$ 14,680
2/3 Page	11,440	10,870	10,300
1/2 Page	10,200	9,690	9,180
1/3 Page	6,130	5,820	5,520
1/6 Page	3,610	3,430	3,250



### Ad Sizes

#### Full Page & Spreads

**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.

#### 2/3 Page

**Vertical**  
4.5"W x 9.5"H

#### 1/2 Page

**Horizontal**  
6.875"W x 4.625"H

#### 1/3 Page

**Square**  
4.5"W x 4.625"H

**Vertical**  
2.125"W x 9.5"H

#### 1/6 Page

**Vertical**  
2.125"W x 4.625"H

