

### 2017 Rate Card

## General Advertising Rates

Rate Card #62

Effective January 2017

All rates are gross

4 Color	1x	3x	6x	8x
Full Page	\$ 58,570	\$ 55,060	\$ 53,300	\$ 52,130
2/3 Page	42,160	39,630	38,370	37,520
1/2 Page	31,640	29,740	28,790	28,160
1/3 Page	21,240	19,970	19,330	18,900
1/6 Page	10,840	10,190	9,860	9,650

B&W	1x	3x	6x	8x
Full Page	\$ 46,280	\$ 43,500	\$ 42,110	\$ 41,190
2/3 Page	34,690	32,610	31,570	30,870
1/2 Page	27,790	26,120	25,290	24,730
1/3 Page	18,500	17,390	16,840	16,470
1/6 Page	9,260	8,700	8,430	8,240



## 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