

# 2017 Advertising Rates

Issue	Ad Close	On Sale
Winter	11/11/16	1/24/17
Spring	1/13/17	3/21/17
Summer	3/10/17	5/16/17
Fall	7/7/17	9/19/17
Winter 2018	11/10/17	1/23/18

**Average Circulation:** 115,000

General Advertising Rates	B&W	4/C
2-page spread	\$14,770	\$22,040
Full Page	\$7,400	\$11,020
2/3 Page	\$5,990	\$8,970
1/2 Page	\$4,790	\$7,210
1/3 Page	\$3,010	\$4,400
1/6 Page	\$1,610	\$2,220

## Premium Positions

Inside Front Cover	\$13,500
Inside Back Cover	\$13,220
Back Cover	\$13,780
Other special positions add 10%	

## Frequency Discounts

4% for 2X
6% for 3X
10% for 4X

## Vacation Planning Guide Ad Rates

Plan AA – Six ads per page, 4/C image and up to 75 words of copy:

1X rate	\$2,350 net
4X rate	\$2,120 net

Plan A – 12 ads per page, 4/C image and up to 30 words of copy:

1X rate	\$1,310 net
4X rate	\$1,130 net

Plan B – 24 ads per page, B&W logo and up to 30 words of copy:

1X rate	\$800 net
4X rate	\$720 net

## Online Ads

Advertiser must run a minimum 1/2-page display ad. Rates available on request.

## Agency Commission

We offer a standard 15% commission to recognized agencies on ad rates shown above.