

2017 Publication Calendar and Advertising Rates

Issue	Ad Close	In-Home
Winter	10/28/16	1/12/17
Spring	1/13/17	3/9/17
Summer	2/24/17	5/11/17
Fall	7/7/17	9/14/17
Winter 2018	10/27/17	1/2/18

Average Circulation: 300,000

General Advertising Rates	B&W	4/C
2-page spread	\$50,640	\$76,400
Full Page	\$25,350	\$38,200
2/3 Page	\$20,240	\$30,380
1/2 Page	\$16,680	\$24,980
1/3 Page	\$10,170	\$15,180
1/6 Page	\$5,070	\$7,660

Premium Positions		Frequency Discount
Inside Front Cover	\$46,790	4% for 2X
Inside Back Cover	\$45,850	6% for 3X
Outside Back Cover	\$47,810	10% for 4X
Other special positions add 10%		

Business Reply Card Inserts

Advertiser must run a minimum 1/2-page display ad with any Business Reply Card insert. BRC and insert positions are limited. Rates available on request for inserts, gatefold and bind-in cards.

Vacation Planning Guide Ad Rates

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

1X rate	\$4,550 net
4X rate	\$4,090 net

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

1X rate	\$2,270 net
4X rate	\$2,050 net

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

1X rate	\$1,130 net
4X rate	\$1,030 net

Online Ads

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

Agency Commission

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

VACATIONS