

2017 PUBLICATION CALENDAR AND ADVERTISING RATES

Issue	Ad Close	Published
January/February	10/7/16	12/13/16
March/April	12/9/16	2/14/17
May/June	2/3/17	4/11/17
July/August	4/7/17	6/13/17
September/October	6/2/17	8/8/17
November/December	8/4/17	10/10/17

Average Circulation: 200,000

General Advertising Rates	B&W	4/C
2-page spread	\$16,910	\$25,190
Full Page	\$8,470	\$12,600
2/3 Page	\$6,890	\$10,100
1/2 Page	\$5,570	\$8,140
1/3 Page	\$3,490	\$5,070
1/6 Page	\$1,790	\$2,570

Premium Positions	Frequency Discounts
Inside Front Cover	4% for 2X
Inside Back Cover	8% for 3X
Back Cover	12% for 6X
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.

Publisher Printed BRC

B&W or any one-process color	\$8,470
4 color over 1 color	\$12,600
4 color over 4 color	\$16,760
Advertiser Supplied BRC	\$5,560

Retirement Planning Guide Ad Rates

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

1X rate	\$2,560 net
6X rate	\$2,220 net

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

1X rate	\$1,420 net
6X rate	\$1,180 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.