2014 PUBLICATION CALENDAR AND ADVERTISING RATES

Issue	Ad Close	Published
January/February	10/11/13	12/17/13
March/April	12/13/13	2/18/14
May/June	2/7/14	4/15/14
July/August	4/11/14	6/17/14
September/October	6/6/14	8/12/14
November/December	8/8/14	10/14/14

Average Circulation: 200,000

General Advertising Rates	B&W	4/C
2-page spread	$15,780	$23,500
Full Page	$7,900	$11,750
2/3 Page	$6,420	$9,420
1/2 Page	$5,190	$7,600
1/3 Page	$3,250	$4,730
1/6 Page	$1,660	$2,400

Premium Positions	
Inside Front Cover	$14,400
Inside Back Cover	$14,100
Back Cover	$14,700
Other special positions add 10%	

Frequency Discounts
4% for 2X
8% for 3X
12% for 6X

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	$7,900
4 color over 1 color	$11,750
4 color over 4 color	$15,640
Advertiser Supplied BRC	$5,190

Retirement Planning Guide Ad Rates

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

1X rate	$2,390 net
6X rate	$2,080 net

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

1X rate	$1,320 net
6X rate	$1,110 net

Online Ads

Advertiser must run a minimum 1/2-page print display ad to qualify for online options. Rates available on request.

Agency Commission

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

Where to Retire
The Authority on Retirement Relocation