

Display Advertising



Display Advertising Rates and Specifications

All insertions must be completed within one year from the start of contract.

Black & White	1x	3x	6x	12x	18x	24x
Full page	\$4,080	\$3,835	\$3,640	\$3,355	\$3,080	\$2,725
2/3 vertical	\$2,960	\$2,730	\$2,565	\$2,330	\$2,085	\$1,835
1/2 h, v	\$2,230	\$2,085	\$1,970	\$1,780	\$1,640	\$1,440
1/3 sq., v	\$1,580	\$1,485	\$1,370	\$1,210	\$1,080	\$960
1/4 h, v	\$1,000	\$935	\$855	\$770	\$695	\$605
1/6 h, v	\$885	\$825	\$760	\$690	\$630	\$555

B/W + one color: +\$450; 4/color: +\$1,000

For 1/6 page ads: b/w + one color = +\$200; 4/color = +\$350

First-time insertions must be paid in full by the scheduled space closing date. Fee for digital artwork adjustments: \$50/ad.

Cover Rates 4 color	6x	12x	18x
Cover II	\$6,905	\$5,900	\$5,145
Cover III	\$5,855	\$5,370	\$4,620
Cover IV	\$7,330	\$6,350	\$5,540
Page 1	\$6,670	\$5,630	\$4,900

Premium Positions

Spread	2 times earned rate
Center Spread	2 times earned rate +8%
Guaranteed Position, 1st 40 pages	plus 18%
Guaranteed Position, between 1st 40 pages & 1st half of book	plus 15%
Guaranteed in article after 1st half	plus 12%

All position requests are subject to availability. Premium position requests cannot be honored unless the insertion order specifies the premium charge and is approved by the Publisher.

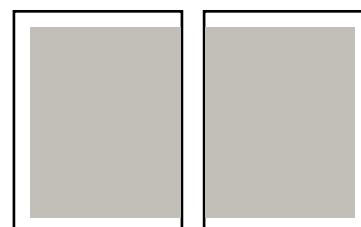
Mechanical Requirements

Standard Sizes	Inches Wide		Inches Deep
Spread	15 ¹ / ₄	x	9 ³ / ₄
Spread Bleed	16 ¹ / ₂	x	11 ¹ / ₈
Full page	7 ¹ / ₁₆	x	9 ³ / ₄
Full page Bleed	8 ³ / ₈	x	11 ¹ / ₈
2/3 page (vertical)	4 ⁵ / ₈	x	9 ³ / ₄
1/2 page (vertical)	4 ⁵ / ₈	x	7 ¹ / ₄
1/2 page (horizontal)	7 ¹ / ₁₆	x	4 ³ / ₄
1/3 page (vertical)	2 ¹ / ₄	x	9 ³ / ₄
1/3 page (square)	4 ⁵ / ₈	x	4 ³ / ₄
1/6 page (vertical)	2 ¹ / ₄	x	4 ³ / ₄
1/6 page (horizontal)	4 ⁵ / ₈	x	2 ¹ / ₄
New size: 1/4 page (horizontal)	7 ¹ / ₁₆	x	2 ³ / ₈

Magazine trim size is 8¹/₈" wide by 10⁷/₈" deep.

Bleed

Bleed is 1/8" beyond trim. Live matter should be kept 5/8" within the bleed dimensions. Crop marks are not to enter into live area. Maximum trim size is 8¹/₈" wide by 10⁷/₈" deep.

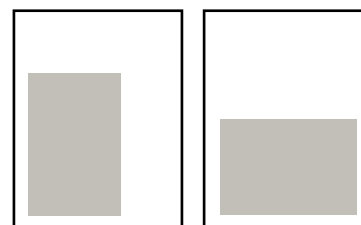


Spread 15¹/₄ x 9³/₄



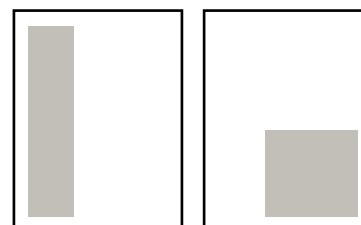
Full page
7¹/₁₆ x 9³/₄

2/3 page (v)
4⁵/₈ x 9³/₄



1/2 page (v)
4⁵/₈ x 7¹/₄

1/2 page (h)
7¹/₁₆ x 4³/₄

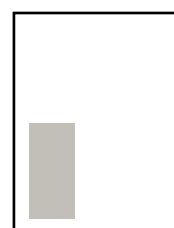


1/3 page (v)
2¹/₃ x 9³/₄

1/3 page (sq)
4⁵/₈ x 4³/₄



1/4 page (h)
7¹/₁₆ x 2³/₈



1/6 page (v)
2¹/₄ x 4³/₄



1/6 page (h)
4⁵/₈ x 2¹/₄