

# 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: +\$500; 4/color: +\$1,000

For 1/6 page ads: b/w + one color = +\$200; 4/color = +\$400

Fee for digital artwork adjustments: \$100/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 +10%
Guaranteed Position	plus 18%

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.

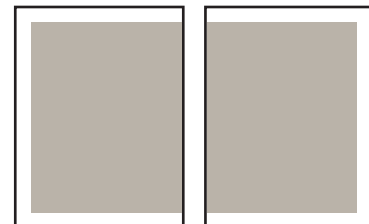
### Mechanical Requirements

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

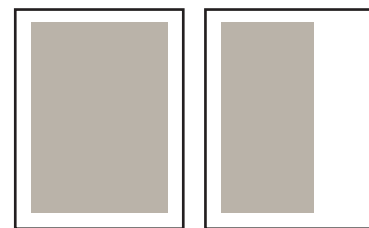
Magazine trim size is 8<sup>1</sup>/<sub>8</sub>" wide by 10<sup>7</sup>/<sub>8</sub>" deep.

### 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 8<sup>1</sup>/<sub>8</sub>" wide by 10<sup>7</sup>/<sub>8</sub>" deep.

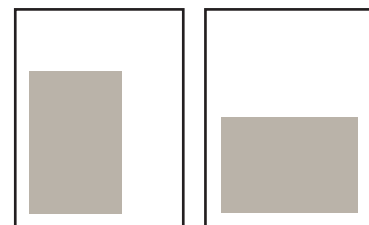


Spread 15<sup>1</sup>/<sub>4</sub> x 9<sup>3</sup>/<sub>4</sub>



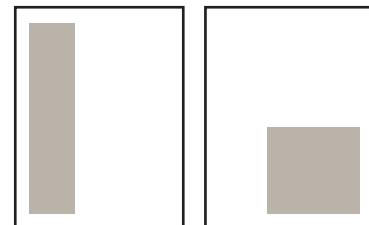
Full page  
7<sup>1</sup>/<sub>16</sub> x 9<sup>3</sup>/<sub>4</sub>

2/3 page (v)  
4<sup>5</sup>/<sub>8</sub> x 9<sup>3</sup>/<sub>4</sub>



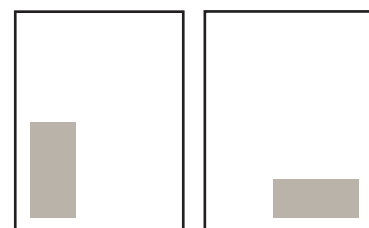
1/2 page (v)  
4<sup>5</sup>/<sub>8</sub> x 7<sup>1</sup>/<sub>4</sub>

1/2 page (h)  
7<sup>1</sup>/<sub>16</sub> x 4<sup>3</sup>/<sub>4</sub>



1/3 page (v)  
2<sup>1</sup>/<sub>3</sub> x 9<sup>3</sup>/<sub>4</sub>

1/3 page (sq)  
4<sup>5</sup>/<sub>8</sub> x 4<sup>3</sup>/<sub>4</sub>



1/6 page (v)  
2<sup>1</sup>/<sub>4</sub> x 4<sup>3</sup>/<sub>4</sub>

1/6 page (h)  
4<sup>5</sup>/<sub>8</sub> x 2<sup>1</sup>/<sub>4</sub>