

Contact:

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OFFPRICE

ADVERTISING RATES

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Ad Size.....	Width	Height	1X.....	2X.....	3X.....	4X.....
Business Card	3.5"	2"	\$250	\$238	\$228	\$215
1/4 Page	4.75"	3.5	\$584	\$561	\$528	\$502
1/3 Page Square	4.75"	4.75"	\$668	\$641	\$608	\$574
1/3 Page Vertical	2.25"	9.875"	\$668	\$641	\$608	\$574
1/2 Page Horizontal	7.25"	4.75"	\$1057	\$1015	\$962	\$909
1/2 Page Vertical	4.75"	7.25"	\$1057	\$1015	\$962	\$909
2/3 Page	4.75"	9.875"	\$1339	\$1285	\$1219	\$1152
Full Page	7.25"	9.875"	\$1781	\$1710	\$1621	\$1531
Two Page Spread	15.625"	9.875"	\$2950	\$2832	\$2684	\$2537

Preferred Placement:

Back Cover: Add \$500 (must be 4-color)

Inside Front Cover: Add \$300 (must be 4-color)

Inside Back Cover: Add \$200 (must be 4-color)

Other Requested Positions: Add 10% of insertion rate

Other Charges:

4-Color Ads: Add \$250 per page for process color printing.

Advertiser must provide a CD, submit electronically as an email attachment or send films. Please provide a color proof.

Bleeds: add \$100 (call for specifications)

Frequency Discount:

Frequency discount is based on multiple insertions over the course of a year. Dollar amount represents the cost per insertion (i.e. 1/3 page rate for two consecutive insertions is 2X \$641 or \$1282).

Insertion order contract must be signed prior to first insertion. Advertiser will be billed on a per issue basis.

Ad Agency Discount:

We will honor a 15% agency discount only to recognized/legitimate advertising agencies. Agency cannot be affiliated in any way with advertiser. It is expected that all communication, as well as advertising artwork come from said advertising agency.

