

## Contact:

Jack Doherty

(262) 754-3711

FAX: (262) 782-1601

jdoherthy@offpriceshow.com

# OFFPRICE

## ADVERTISING RATES

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

