

# PRINT DISPLAY ADVERTISING

DISPLAY AD RATES (BLACK & WHITE)					
	18x	12x	6x	3x	1x
<b>Full page</b>	\$5,100	\$5,400	\$5,640	\$5,820	\$6,000
<b>1/2 Island</b>	\$3,545	\$3,755	\$3,920	\$4,045	\$4,170
<b>1/2 Page</b>	\$3,305	\$3,495	\$3,650	\$3,770	\$3,885
<b>1/3 Page</b>	\$2,770	\$2,935	\$3,065	\$3,165	\$3,260
<b>1/4 page</b>	\$2,055	\$2,175	\$2,270	\$2,342	\$2,415
<b>1/6 Page</b>	\$1,720	\$1,825	\$1,905	\$1,965	\$2,025

COLOR RATES (PER INSERTION)	
<b>4 Color Process</b>	\$985

COVER RATES	
<b>Inside Front Cover</b>	Earned Rate +15%
<b>Inside Back Cover</b>	Earned Rate +10%
<b>Back Cover</b>	Earned Rate +20%

Ask your representative about availability.

# PRINT SPECIFICATIONS

AD SIZES (W x D)			
<b>Full Page</b>	7.875" x 10.875"	<b>1/3 Vertical</b>	2.125" x 10"
<b>2/3 Page</b>	4.5" x 10"	<b>1/3 Square</b>	4.5" x 4.875"
<b>1/2 Island</b>	4.5" x 7.375"	<b>1/4 Square</b>	3.375" x 4.875"
<b>1/2 Horizontal</b>	7" x 4.875"	<b>1/4 Horizontal</b>	7" x 2.375"
<b>1/2 Vertical</b>	3.375" x 10"	<b>1/6 Page</b>	2.125" x 4.875"
<b>Single Adlet</b>	2" x 1.5"	<b>Double Adlet</b>	2" x 3"

**Resolution:** 300 DPI or greater. PDF files preferred.

**Bleed:** 8.125" x 11.125", applicable to full pages only. Keep type in the live area 0.5" from bind edges (top, sides and bottom).

**Trim:** 7.875" x 10.875"

**Please do not send artwork with crop marks.**