

# PRINT AD RATES

## STANDARD RATES All prices are based on black-and-white ad space.

AD NAME	COLUMN INCHES	DIMENSIONS	OPEN	8 ads*	13 ads*	26 ads*	52 ads*
Full Page <sup>†</sup> (FP)	62.5in.	9.375" x 12.5"	1,895	1,610	1,516	1,421	1,298
5x9	46.65in.	9.375" x 9.333"	1,540	1,309	1,231	1,155	1,057
3x12	37.5in.	5.541" x 12.5"	1,234	1,050	988	927	847
Half Page (1/2 Horizontal)	31.25in.	9.375" x 6.166"	1,020	866	815	765	700
Half Page (1/2 Vertical)	31.25in.	4.583" x 12.5"	1,020	866	815	765	700
Junior Page (JR)	28in.	5.541" x 9.333"	924	785	740	693	634
2x12	25in.	3.667" x 12.5"	829	704	663	622	569
3x8	24.75in.	5.541" x 8.25"	828	703	662	621	568
3x6	18.66in.	5.541" x 6.166"	625	531	500	469	431
2x9	18.66in.	3.667" x 9.333"	625	531	500	469	431
2x8	16.5in.	3.667" x 8.25"	565	480	451	423	386
Quarter Page (1/4)	15.42in.	4.583" x 6.166"	524	445	419	393	359
1x12	12.5in.	1.75" x 12.5"	423	360	338	318	289
Fifth Page (1/5)	12.33in.	3.667" x 6.166"	420	356	336	314	287
3x4	12.13in.	5.541" x 4.042"	414	352	332	310	286
1x9	9.33in.	1.75" x 9.333"	315	268	253	237	216
3x3	9in.	5.541" x 3.00"	303	258	243	228	208
1x8	8.25in.	1.75" x 8.25"	286	243	229	214	197
Small Square (SS)	8.08in.	3.667" x 4.042"	278	237	222	208	189
1x6	6.16in.	1.75" x 6.166"	214	183	172	161	148
Big Business Card (BBC)	6in.	3.667" x 3.00"	206	175	165	154	140
1x4	4.04in.	1.75" x 4.042"	146	124	117	110	100
1x3	3in.	1.75" x 3.00"	108	92	86	81	75

\* Ads run in consecutive weeks † Full Page with bleed specs available upon request

## + ADD ONS

### COLOR

SIZE	PRICE
1/2 to FP	+285
2x9 to JR	+200
1x8 to 2x8	+160
1x3 to SS	+100

### GUARANTEED POSITION

Guaranteed position is available as space permits. A **25%** guaranteed placement fee applies.

## YEARLY BULK RATES

Bulk rates are provided for advertisers who have indefinite scheduled or reasonable budgets and cannot accommodate our weekly or every-other-week frequency schedules.

COLUMN INCHES	PRICE/COL. IN
3,500" +	16.95
2,000" up to 3,499"	19.18
1,375" up to 1,999"	20.48
850" up to 1,374"	22.66
550" up to 849"	23.82
375" up to 549"	26.36
250" up to 374"	27.48
150" up to 249"	28.95
75" up to 149"	30.21

All guidelines published in our Contract Terms and Conditions apply to these Yearly Bulk Rates. The Publisher reserves the right to cancel these contracts at any time due to lack of timely payment, perceived inability to fulfill contract terms, or any other cause. Effective 1/1/2017

## AGENCY RATES

The Open rate, 8-ad rate, and the bulk rates up to 849 inches are commissionable at **15%** to recognized agencies. Color, placement fees, and any other additional charges are not commissionable.

## NONPROFITS

We gladly offer a **20%** discount to all nonprofit organizations, which is equivalent to the 13-time rate.