

# CONTRACT ADVERTISING

## ***SPECIFICATIONS***

### 1 Magazine Specifications & Rates

<b>Halftones</b>	120 – 133 line screen		
<b>Trim Size</b>	48p9 x 65p3	8.125 x 10.875	
<b>Two-Page Spread</b>	(See Below)		

For type running across a two-page spread, allow for a gutter and binding at least 3/8" between type and trim lines. Mark the center (fold) line clearly.

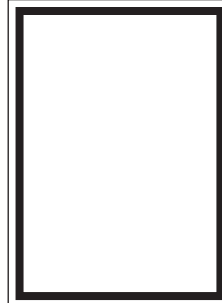
SIZE	COST	DIMENSIONS	
		W x H (PICAS)	W x H (INCHES)
Full Page w/bleed	\$1200	50p3 x 67p	8.375 x 11.1875
Full Page	\$1200	44p x 59p	7.333 x 9.833
2/3 Page	\$ 825	29p x 59p	4.833 x 9.833
1/2 Page (horizontal)	\$ 650	44p x 29p	7.333 x 4.833
1/2 Page (vertical)	\$ 650	21p6 x 59p	3.583 x 9.833
1/3 Page (box)	\$ 495	29p x 29p	4.833 x 4.833
1/3 Page (vertical)	\$ 495	14p x 59p	2.333 x 9.833
1/4 Page	\$ 375	21p6 x 29p	3.583 x 4.833
1/6 Page (vert or horizon)	\$ 255	14p x 29p	2.333 x 4.833
Large Box	\$ 190	10p3 x 14p	1.708 x 2.333
Standard Box	\$ 165	10p3 x 10p3	1.708 x 1.708
Small Box	\$ 145	10p3 x 6p	1.708 x 1

#### **Prime Space & Special Positions**

Outside Back Cover w/bleed	\$1700*	50p3 x 54p	8.375 x 9
Outside Back Cover	\$1700*	44p x 50p	7.333 x 8.333
Inside Covers w/bleed	\$1550*	see Full Page	see Full Page
Inside Covers	\$1550*	see Full Page	see Full Page
Page 1 B&W	\$1350	see Full Page	see Full Page
Page 2 B&W	\$1000	see 2/3 Page	see 2/3 Page
Two-Page Spread w/bleed	\$2150	100p6 x 67p	16.675 x 11.1875
Two-Page Spread	\$2150	93p x 59p	15.5 x 9.833

\*Receive an additional \$200.00 discount on prime space and special position placement for supplied electronic media files (see page 2).

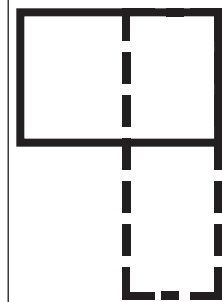
VAS



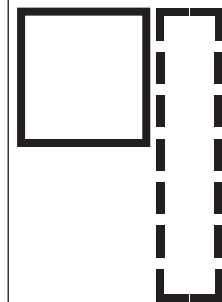
**Full Page**



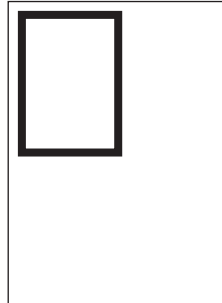
**2/3 Page**



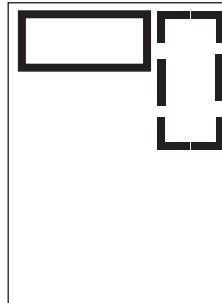
**1/2 Page**



**1/3 Page**



**1/4 Page**



**1/6 Page**