

Print Ad Rates

Cover Rates

Include 4-color process and bleed at no additional charge. There is no deduction for fewer colors.

	1x	3x	7x
Cover 2	\$14,505	\$14,155	\$14,100
Cover 3	\$13,505	\$13,360	\$13,165
Cover 4	\$15,235	\$14,865	\$14,670

4-Color

	1x	3x	7x
Spread	\$18,880	\$18,625	\$18,420
Full Page	\$9,735	\$9,465	\$9,230
2/3 Page	\$8,685	\$8,560	\$8,480
1/2 Page	\$6,470	\$6,375	\$6,315
1/3 Page	\$4,995	\$4,935	\$4,885
1/4 Page	\$3,680	\$3,625	\$3,595
1/6 Page	\$2,620	\$2,585	\$2,565
1/8 Page	\$2,195	\$2,155	\$2,145

2 Color

Deduct from 4-Color Rates

Spread		
Full Page		-720
2/3 Page		-720
1/2 Page		-580
1/3 Page		-580
1/4 Page		-440
1/6 Page		-440
1/8 Page		-400

Classified Advertising

	1x	3x	7x
B&W	\$206	\$195	\$185
4-color	\$280	\$250	\$240

Rates are cost per inch.

Cost above reflects ad sized: 1" X 2 1/4"

Mechanical Requirements

Trim Size: 7 7/8" x 10 3/4" (7.875" x 10.75")

Bleed Size: 8 1/8" x 11" (8.125" x 11")

Live Area: 7" x 10"

Column Width (6 columns per page): 0.95"

Advertising Specs

IN FRACTIONS	WIDTH	HEIGHT
Full Page (with bleed)	8 1/8"	11"
Full Page (non-bleed)	7"	10"
2/3 (vertical only)	4 1/2"	9 5/8"
1/2 vertical	3 3/8"	9 5/8"
1/2 horizontal	7"	4 3/4"
1/3 vertical	2 1/8"	9 5/8"
1/3 island	4 1/2"	4 3/4"
1/4	3 3/8"	4 3/4"
1/6 (vertical only)	2 1/8"	4 3/4"
1/8 (horizontal only)	3 3/8"	2 5/8"

B&W

Deduct from 4-Color Rates

Spread		
Full Page		-1,130
2/3 Page		-1,130
1/2 Page		-900
1/3 Page		-900
1/4 Page		-545
1/6 Page		-545
1/8 Page		-495

FULL PAGE BLEED
8.125" X 11"
Only bleeds on outside edges. Keep all live matter at least 1/4" in from all trim sides.

FULL PAGE NON-BLEED
7" x 10"
within margins

2/3 PAGE Vertical Only
4.5" x 9.625"

1/8 PAGE Horizontal
3.375" X 2.625"

1/2 PAGE Vertical
3.375" x 9.625"

1/4 PAGE
3.375" x 4.75"

1/6 PAGE Vertical Only
2.125" X 4.75"

1/2 PAGE Horizontal
7" X 4.75"

1/3 PAGE Vertical
2.125" X 9.625"

1/3 ISLAND
4.5" X 4.75"

Choose the **SIZE** that's right for you.

For more information about Print Ad Rates, please contact:

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impressions

