

# Magazine Rates

## Open Rates

	1x	2x	3x	4x
2-Page Spread	\$2,500.00	\$2,250.00	\$2,000.00	\$1,750.00
Outside Back Cover	\$2,100.00	\$1,890.00	\$1,680.00	\$1,470.00
Inside Front Cover	\$1,900.00	\$1,710.00	\$1,520.00	\$1,330.00
Inside Back Cover	\$1,900.00	\$1,710.00	\$1,520.00	\$1,330.00
Full Page	\$1,675.00	\$1,507.50	\$1,340.00	\$1,172.50
2/3 Page	\$1,250.00	\$1,125.00	\$1,000.00	\$875.00
1/2 Page	\$1,100.00	\$990.00	\$880.00	\$770.00
1/3 Page	\$750.00	\$675.00	\$600.00	\$525.00
1/6 Page	\$425.00	\$382.50	\$340.00	\$297.50
"Business Spotlight"*	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00
Directory Ad (1 x 3")	\$150.00	\$100.00	\$100.00	\$100.00

\*"Business Spotlight" is a 2-page spread

## Multi-Magazine Rates

	2 Mags	3 Mags	4-8 Mags	Add Additional Mags
2-Page Spread	\$4,000.00	\$5,250.00	\$6,000.00	+ \$750.00 ea.
Outside Back Cover	\$3,360.00	\$4,410.00	\$5,040.00	+ \$630.00 ea.
Inside Front Cover	\$3,040.00	\$3,990.00	\$4,560.00	+ \$570.00 ea.
Inside Back Cover	\$3,040.00	\$3,990.00	\$4,560.00	+ \$570.00 ea.
Full Page	\$2,680.00	\$3,517.50	\$4,020.00	+ \$502.50 ea.
2/3 Page	\$2,000.00	\$2,625.00	\$3,000.00	+ \$375.00 ea.
1/2 Page	\$1,760.00	\$2,310.00	\$2,640.00	+ \$330.00 ea.
1/3 Page	\$1,200.00	\$1,575.00	\$1,800.00	+ \$225.00 ea.
1/6 Page	\$680.00	\$892.50	\$1,020.00	+ \$127.50 ea.
Directory Ad (1 x 3")	\$160.00	\$210.00	\$240.00	+ \$30.00 ea.

To qualify for Multi-Magazine discounts all magazines must fall within the same time period. It must always be the next publication date. You may not skip issues and still qualify for multi-magazine discounts.

## Specs

### Ad Sizes

Trim Size 8.125"x10.875"

2-Page Spread (bleed) 16.75" x 11.375"

Full Page (bleed) 8.625" x 11.375"

Full Page (image area) 7.25" x 9.75"

2/3 Page (vert.) 4.75" x 9.75"

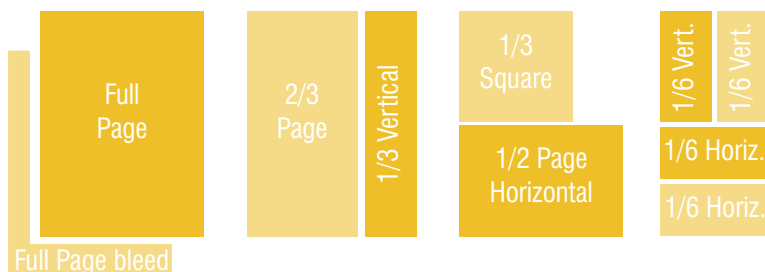
1/2 Page (horiz.) 7.25" x 4.75"

1/3 Page (vert.) 2.25" x 9.75"

1/3 Page (square) 4.75" x 4.75"

1/6 Page (vert.) 2.25" x 4.75"

1/6 Page (horiz.) 4.75" x 2.25"



### Requirements

- High quality print PDF is the preferred format.
- Finished ads must be supplied in CMYK, with all fonts embedded at 300 dpi.
- All digital files MUST be a minimum of 300 dpi.
- Most website images are 72 dpi, a resolution which is not suitable for print advertising.
- All digital images will be accepted in .tif, .eps and .jpg formats.
- All vector images (Illustrator or Freehand) must be saved as an .eps with all text converted to outline.
- Word documents will not be accepted for final output.
- Ads sent in camera ready are subject to final approval by the Magazine publisher.