

DISPLAY ADVERTISING - 4COLOR GROSS RATES

	1x	3x	6x	12x	24x
FULL PAGE	\$4,420	\$3,934	\$3,624	\$3,359	\$3,138
2/3 PAGE	\$3,150	\$2,804	\$2,583	\$2,394	\$2,237
1/2 PAGE	\$2,400	\$2,136	\$1,968	\$1,824	\$1,704
1/3 PAGE	\$1,700	\$1,513	\$1,394	\$1,292	\$1,207
1/4 PAGE	\$1,410	\$1,255	\$1,156	\$1,072	\$1,001
1/6 PAGE	\$890	\$792	\$730	\$676	\$632
1/8 PAGE	\$820	\$730	\$672	\$623	\$582
	Open	6x	12x		
SHOP FLOOR	\$825	\$734	\$627		

	Inside Front	Inside Back	Back
COVERS	\$4,420	\$3,750	\$4,710

Positioning

Guaranteed Positioning +10%
 Premium Positioning +20%

Inserts

Accepted. Call for rates and availability.

Issue Closing Dates

1st of the month prior. SPACE
 5th of the month prior. MATERIALS
 On sale date - 7th of the issue month

Printing Specifications

Binding method: Saddle stitched

	Trim Size	Bleed Size
1/3 Vertical	2-15/16" x 10-7/8"	3-1/16" x 11-1/8"
1/2 Horizontal	9" x 5-5/16"	9-1/4" x 5-7/16"
1/2 Vertical	4-1/4" x 10-7/8"	4-3/8" x 11-1/8"
2/3 Vertical	5-11/16" x 10-7/8"	5-13/16" x 11-1/8"
Full Page	9" x 10-7/8"	9-1/4" x 11-1/8"
Full Page Spread	18" x 10-7/8"	18-1/4" x 11-1/8"

Keep live matter at least 3/8" from trim on all outside edges.

AD SIZES

1/2 Vertical
3-7/8" x 9-1/2"

Full Page without Bleed
8" x 9-7/8"

1/3 Square
5-5/16" x 4-11/16"

1/8 Horizontal
3-7/8" x 2-1/4"

1/4 Horizontal
8" x 2-1/4"

1/2 Horizontal
8" x 4-11/16"

1/6 Horizontal
3-7/8" x 3-1/8"

Shop Floor
2-9/16" x 4-5/16"

1/3 Vertical
2-9/16" x 9-1/2"

1/6 Vertical
2-9/16" x 4-11/16"

2/3 Vertical
5-5/16" x 9-1/2"

1/2 Island
5-5/16" x 6-1/2"

1/4 Vertical
3-7/8" x 4-11/16"