

# Advertising Rates

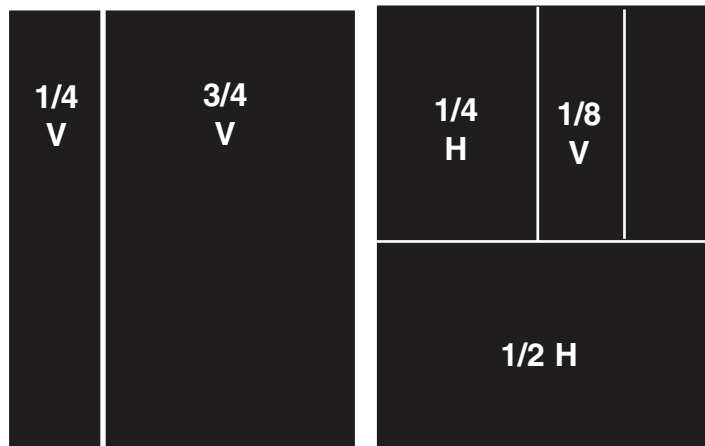
February 2011

Frequency	FULL COLOR			
	1x	3x	6x	12x
BACK COVER	\$1,740	\$1,640	\$1,540	\$1,440
PREMIUM PLACEMENT	\$1,640	\$1,540	\$1,440	\$1,340
FULL PAGE	\$1,540	\$1,340	\$1,290	\$1,200
1/2 page	\$850	\$750	\$695	\$600
1/4 page	\$525	\$450	\$400	\$350
1/8 page	\$325	\$300	\$250	\$200



## MECHANICAL INFORMATION:

		Width	X	Height
FULL PAGE		9.125	X	12.25
3/4 PAGE	V	6.5	X	12.25
1/2 PAGE	V	4.5	X	12.25
1/2 PAGE	H	9.125	X	6
1/4 PAGE		4.5	X	6
1/4 PAGE	V	2.125	X	12.25
1/8 PAGE	V	2.125	X	6
1/8 PAGE	H	4.5	X	3
1/4 FOOTER		9.125	X	3

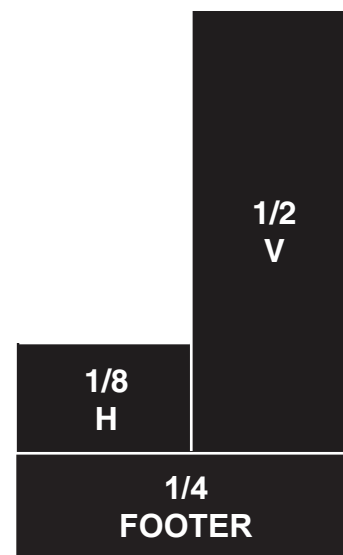


## CLOSING DATES

**Space reservations** are required by the **10th** of the month preceding publication. All production is due at this time. Camera-ready materials due by the **15th** of the month preceding publication. Ad production is available upon request.

## IN-HOUSE AD PRODUCTION

There is a \$50 hourly fee for this service, one-hour minimum for your initial ad set up. Updates and minor modifications are \$35 per hour (one hour minimum). Ad redos are \$50 per hour.



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