

2018 Advertising Rates

Rate Card 34

DESCRIPTION

Controlled circulation square tabloid size 10" x 12" newspaper. Issued 10 times a year, with combined August/September and November/December issues. Printed offset on glossy coated stock. Three- and four-column format. Columns are 2-7/8" or 2-1/16" wide by 11" deep.

DISPLAY ADVERTISING RATES

Black & White				Four-Color			
Unit	1 Time	5 Times	10 Times	Unit	1 Time	5 Times	10 Times
Full tabloid page	\$3,610	\$3,275	\$2,795	Full tabloid page	\$4,385	\$4,050	\$3,570
Tabloid page spread	6,395	5,825	5,135	Tabloid page spread	7,645	7,075	6,385
4/5 tabloid page	2,860	2,710	2,515	4/5 tabloid page	3,635	3,485	3,290
1/2 tabloid page	2,335	2,215	2,070	1/2 tabloid page	3,110	2,990	2,845
1/2 page spread	4,920	4,655	4,350	1/2 page spread	5,695	5,430	5,125
1/3 tabloid page	1,650	1,590	1,475	1/3 tabloid page	2,425	2,365	2,250
1/4 tabloid page	1,360	1,295	1,220	1/4 tabloid page	2,135	2,070	1,995
1/6 tabloid page	1,045	985	900	1/6 tabloid page	1,820	1,760	1,675

Number of insertions used within 12 months from date of first insertion on contract period determines frequency rate. Minimum rate holder is 1/6 tabloid page.

TWO-COLOR RATES. Add to black and white rates.

Standard — per color, per page \$325
 PMS or MATCHED — no more than
 one color per page \$495

COMMISSIONS, DISCOUNTS

15% commissions to recognized agencies on space and color, if paid within 30 days. No commissions on production charges.

CONTRACTS, COPY REGULATIONS

Agencies and clients assume all responsibility for advertising content. No ad cancellations allowable after first of month preceding month of publication.

ISSUANCE AND CLOSING DATES

Published 20th of month. Space reservations close 20th of second month prior to publication. All material due 1st of month prior to publication.

INSERTS, GATEFOLDS

Gatefolds available with two-month lead time. Inserts accepted for binding or tip-in. Contact publisher for rates, specs and shipping.

SUBSCRIPTIONS

U.S. and APO or FPO addresses, \$105 per year; two years, \$160; special issues \$65 each.

MATERIAL SPECIFICATIONS

For ad sizes, mechanical information and advertising requirements, contact production department:
 janet@productionebm.com



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