

2010 ADVERTISING RATES

STANDARD AD SIZES

	AD DIMENSIONS			SPECIAL INTRODUCTORY PRICING!		
	WIDTH	HEIGHT	COLUMN INCHES	1 AD/YEAR	6 ADS/YEAR* 10% DISCOUNT!	12 ADS/YEAR** 15% DISCOUNT!
BACK COVER FULL PAGE PREMIUM	10"	16"	80	\$800.00	\$720.00	\$680.00
FULL PAGE	10"	16"	80	\$680.00	\$612.00	\$578.00
3/4 page	10"	12"	60	\$510.00	\$459.00	\$433.50
1/2 page	10"	8"	40	\$400.00	\$360.00	\$340.00
3/8 page	8"	7"	28	\$308.00	\$277.20	\$261.80
1/3 page	6"	8"	24	\$264.00	\$237.60	\$224.40
1/4 page	10"	4"	20	\$220.00	\$198.00	\$187.00
1/5 page	4"	8"	16	\$176.00	\$158.40	\$149.60
3/16 page	6"	5"	15	\$165.00	\$148.50	\$140.25
1/8 page	4"	5"	10	\$110.00	\$99.00	\$93.50
1/16 page	2"	5"	5	\$55.00	\$49.50	\$46.75
BUSINESS CARD(Large)	4"	3"	6	\$50.00	\$47.00	\$45.00
BUSINESS CARD(Small)	4"	2"	4	\$40.00	\$37.00	\$35.00

*6 issues within one year period **12 consecutive issues

CUSTOM AD SIZES

All advertising rates are calculated based on the area of your ad in *column inches* (the width of your ad in *columns* multiplied by the height of your ad in *inches*.) The diagram to the right shows the total available ad area on each page (5 columns wide x 16 inches high)

TO CALCULATE YOUR CUSTOM SIZE AD RATE:

WIDTH (in columns)	×	HEIGHT (in inches)	×	COL INCH RATE (\$11)	=	AD RATE	DISCOUNTS
<input type="checkbox"/> 1 col. (2") <input type="checkbox"/> 2 col. (4") <input type="checkbox"/> 3 col. (6") <input type="checkbox"/> 4 col. (8") <input type="checkbox"/> 5 col. (10")	×	_____ inches (16" max.)	×	\$11	=	\$_____	<input type="checkbox"/> 6 ads (take 10% off) <input type="checkbox"/> 12 ads (take 15% off) \$_____ ad rate with discount

		WIDTH (in columns)				
		1	2	3	4	5
HEIGHT (in inches)	1					
	2					
	3					
	4					
	5					
	6					
	7					
	8					
	9					
	10					
	11					
	12					
	13					
	14					
	15					
	16					