

DISPLAY AND CLASSIFIED ADVERTISING

➔ 2017 Advertising Opportunities

ISSUE	AD MATERIALS DUE	STREET DATE
FEBRUARY	1/9/17	2/3/17
APRIL	3/6/17	3/31/17
JUNE	5/8/17	6/2/17
AUGUST	7/6/17	8/4/17
OCTOBER	9/5/17	10/6/17
DECEMBER	11/6/17	12/8/17

FULL PAGE
 Trim size: 8"x10.75"
 Live Area:
 7.5"x10.25"
 Bleed: add .125" safety margin beyond trim size

FULL-PAGE SPREAD
 Trim size: 16"x10.75"
 Live Area: 15.5"x10.25"
 Bleed: add .25" safety margin beyond trim size

1/2-PAGE ISLAND
 4.6"x7"

1/2 PAGE (Horizontal)
 7"x4.75"

➔ 2017 Advertising Rates

AD SIZE	1X	2X	4X
FULL PAGE	\$7,020	\$6,750	\$6,620
1/2-PAGE ISLAND	\$6,480	\$6,265	\$6,180
1/2 PAGE	\$5,575	\$5,385	\$5,295
1/3 PAGE	\$4,680	\$4,525	\$4,490
1/4 PAGE	\$3,980	\$3,845	\$3,795

1/4 PAGE
 4.6"x3.75"

CLASSIFIEDS
1/5 PAGE
 7"x1.375"

CLASSIFIEDS
1/10 PAGE
 3.375"x1.375"

- **Black-and-White advertisements:** 25% discount from gross rate
- **Back Cover & Inside Front Cover:** Add 20%.
- **Center Spread, Inside Back Cover, and other guaranteed positions:** Add 10%.

Payment Terms

Terms are net 30 days from date of invoice. 1.5% interest per month will be incurred on any unpaid balance past 30 days. Invoice date is always the first day of the month of the issue date.

Commissions

All recognized advertising agencies can earn a 15% commission on space and position. Commissions are earned by reserving space and submitting artwork on or before respective due dates. All commissions are forfeited on unpaid invoices more than 45 days past due.

➔ ADVERTISING CONTACT

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