# 2023 Advertising Calendar and Rate Card

**DEADLINE FOR AD RESERVATION IS 17 DAYS PRIOR TO PUBLICATION.**

**Camera ready ads should arrive in PDF, JPEG or TIFF formats.**

**Ads must be in 300 DPI resolution. **All ads in color

## SIZES

- **FULL:** 9 in. wide X 10.95 in. deep
- **FULL (BACK PAGE):** 9 in. wide X 9.35 in. deep
- **HALF:** 9 in. wide X 5.16 in. deep
- **HALF (VERTICAL):** 4.41 in. wide X 10.95 in. deep
- **THIRD:** 9 in. wide X 3.35 in. deep
- **QUARTER:** 4.41 in. wide X 5.16 in. deep
- **QUARTER (HORIZONTAL):** 9 in. wide X 2.5 in. deep
- **EIGHTH:** 4.41 in. wide X 2.5 in. deep
- **SIXTEENTH:** 2.125 in. wide X 2.5 in. deep

## RATE SCHEDULE

(Effective July 1, 2017) $15 PCI

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
<th>5%</th>
<th>10%</th>
<th>15%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/16 PAGE</td>
<td>$75</td>
<td>$71.25</td>
<td>$67.50</td>
<td>$63.75</td>
</tr>
<tr>
<td>1/8 PAGE</td>
<td>$140</td>
<td>$133</td>
<td>$126</td>
<td>$119</td>
</tr>
<tr>
<td>1/4 PAGE</td>
<td>$265</td>
<td>$251.75</td>
<td>$238.50</td>
<td>$225.25</td>
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<tr>
<td>1/3 PAGE</td>
<td>$350</td>
<td>$332.50</td>
<td>$315</td>
<td>$297.50</td>
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<tr>
<td>1/2 PAGE</td>
<td>$500</td>
<td>$475</td>
<td>$450</td>
<td>$425</td>
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<tr>
<td>FULL PAGE</td>
<td>$1,025</td>
<td>$973.75</td>
<td>$922.50</td>
<td>$871.25</td>
</tr>
</tbody>
</table>

*Prices reflect 6 or more: 5%, 10%, 15%*

## SPECIAL PLACEMENT:

- **Back cover* charge:** $1,700
  *special size - 9 in. wide X 9.35 in. deep

- **Inside back page charge:** $1,350

- **Premium placement pages:** 4, 5, & 7

- **Inserts:** $100 per 1,000

## FREQUENCY RATES:

- Insertion dates must be agreed to upon signing of contract and ads must be placed within one year of signed contract.

- Once ad has been approved by client, additional charge is $25.