

display rates

Rates (Gross)

4-color	1X	3X	6X
Full page	\$7,055	\$6,745	\$6,530
2/3 page	\$5,875	\$5,640	\$5,490
NEW 1/2 Page Horizontal Premium	\$5,450	\$5,240	\$5,080
NEW 1/2 Page Vertical Premium	\$5,450	\$5,240	\$5,080
1/2 Island	\$5,350	\$5,145	\$4,985
1/2 Page	\$4,905	\$4,725	\$4,610
1/3 Page	\$3,965	\$3,845	\$3,750
1/4 Page	\$3,675	\$3,570	\$3,490

Covers	1X	3X	6X
2 & 3	\$8,920	\$8,610	\$8,395
4	\$9,270	\$8,960	\$8,745

Additional Rate Information

- Guaranteed full-page positions at 10% of page and color.
- Polybag, multiple-page and customized advertising options quoted upon request.
- Design services available. Production charges apply.

Inserts

Rates available through your sales representative.

Marketplace (Net)

Advertising: Marketplace			
Display (text + graphic)			
	1x	3x	6x
3.5" x 2.25"	\$475	\$470	\$445
2.25" x 3"	\$370	\$335	\$315

Listing (text only)			
50 Words	1x	3x	6x
	\$145	\$135	\$120

Marketplace Display Ads (text + graphic)

Logos, graphics, pictures and font variations may be included.

Marketplace Listings (text only)

Appear in color, 8 point font. Headlines are bold and included in the word count. Prices shown are for 50-word ads (prices increase based on 50-word increments).

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Full Page/Spread Specs

Ad Size	Width	Height
Full Page (live area)	7.75"	10.375"
Full Page trim	8.25"	10.875"
Full Page bleed	8.5"	11.125"
Spread (live area)	16"	10.375"
Spread trim	16.5"	10.875"
Spread bleed	16.75"	11.125"



Live Area

All copy and image(s) wish wish to display should be kept within these dimensions.

Trim Area

The page size to setup your ad file to.

Bleed Area

Elements that should "bleed" of the edge of the page should expand into this area.

1/2 Horizontal Premium Specs

Ad Size	Width	Height
1/2 Horizontal Premium (live area)	7.75"	5"
1/2 Horizontal Premium trim	8.25"	5.5"
1/2 Horizontal Premium bleed	8.5"	5.75"



Live Area

Trim Area

Bleed Area



A 1/2 horizontal premium as it would appear on a left hand page.

1/2 Vertical Premium Specs

Ad Size	Width	Height
1/2 Vertical Premium (live area)	3.5"	10.375"
1/2 Vertical Premium trim	4"	10.875"
1/2 Vertical Premium bleed	4.25"	11.125"



Live Area

Trim Area

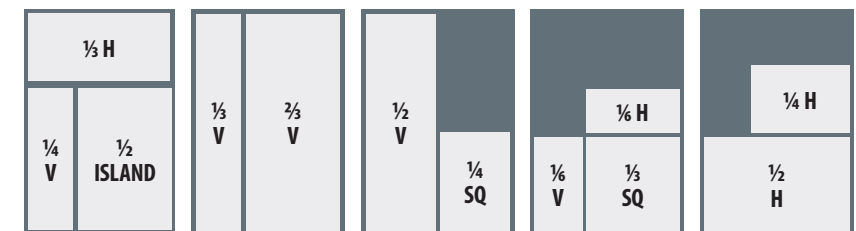
Bleed Area



A 1/2 vertical premium as it would appear on a right hand page.

Standard Fraction Ad Specs

Ad Size	Width	Height
2/3 Vertical	4.5"	10"
1/2 Island	4.5"	7"
1/2 Vertical	3.375"	10"
1/2 Horizontal	7"	4.875"
1/3 Vertical	2.25"	10"
1/3 Horizontal	7"	3.25"
1/3 Square	4.5"	4.875"
1/4 Vertical	2.25"	7"
1/4 Horizontal	4.5"	3.75"
1/4 Square	3.375"	4.875"
1/6 Horizontal	4.5"	2.5"
1/6 Vertical	2.25"	4.875"



Print Media Submission Guidelines

Failure to carefully follow submission guidelines may result in improper print output of your material.

- All submitted material must have a CMYK color mode (no RGB).
- All fonts must be converted to outlines.
- Do not include any print marks such as crop marks or color bars.
- All images must contain a resolution of no less than 300 DPI.
- Pantone (PMS) color builds must be converted to 4-color (CMYK) builds prior to submission.

Acceptable Ad Formats

- PDF/X compliant file (PDF/X-1a or PDF/X-4).
- Adobe Illustrator (AI) or EPS files.
- Placed images must be embedded within file and CMYK with a minimum DPI of 300.
- All fonts must be converted to outlines
- All spot colors must be converted to CMYK.

AWCI can provide a template upon request.