

# General Rates & Dimensions

## ➔ General Rates

Rate Base: 2,500,000

4-Page	Gross
Full Page	\$351,000
2/3 Page	\$275,600
1/2 Page	\$224,000
1/3 Page	\$152,300

### Black & White

Full page	\$281,400
2/3 Page	\$221,300
1/2 Page	\$179,200
1/3 Page	\$121,900

### Covers

Cover 2	\$421,300
Cover 3	\$386,100
Cover 4	\$456,300



## ➔ Advertisement Dimensions

Magazine Trim Size: 8" x 10.875"

Unit Size	Non-Bleed	Bleed	Bleed Live Area	Trim
Spread	15.5" x 10.375"	16.25" x 11.125"	15.5" x 10.375"	16" x 10.875"
Page	7.5" x 10.375"	8.25" x 11.125"	7.5" x 10.375"	8" x 10.875"
2/3 Vertical	4.5" x 10.375"	5.25" x 11.125"	4.25" x 10.875"	5" x 10.875"
1/2 Vertical	3.375" x 10.375"	4.125" x 11.125"	3.125" x 10.375"	3.875" x 10.875"
1/2 Horizontal	7.5" x 4.75"	8.25" x 5.5"	7.5" x 4.5"	8" x 5.25"
1/2 Horz Spread	15.5" x 4.75"	16.25" x 5.5"	15.5" x 4.625"	16" x 5.25"
1/3 Vertical	2.25" x 10.375"	3" x 11.125"	2" x 10.375"	2.75" x 10.875"

Effective Jan/Feb 2017 issue. Fractionals close one month prior to ad close.