

## MAGAZINE



**2 page spread full bleed**

Size: 16 3/4" x 10 7/8"



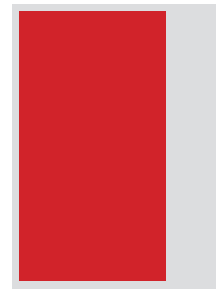
**Full Page Bleed Size**

Size: 8 3/8" x 10 7/8"



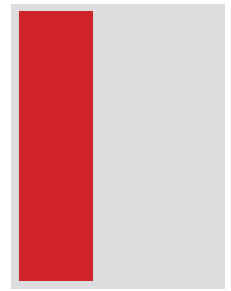
**Full Page Trim**

Size: 7 1/2" x 10"



**2/3 Page**

Size: 4 3/4" x 10"



**1/3 Page Vertical**

Size: 2 1/4" x 10"

	1x	3x	6x	10x
<b>Full Page</b>	\$4125	\$3834	\$3493	\$3295
<b>2/3 Page</b>	\$3493	\$3245	\$2970	\$2805
<b>1/2 Page</b>	\$3371	\$3141	\$2668	\$2514
<b>1/3 Page</b>	\$2030	\$1898	\$1733	\$1623
<b>2 page spread full bleed</b>	Contact Us			

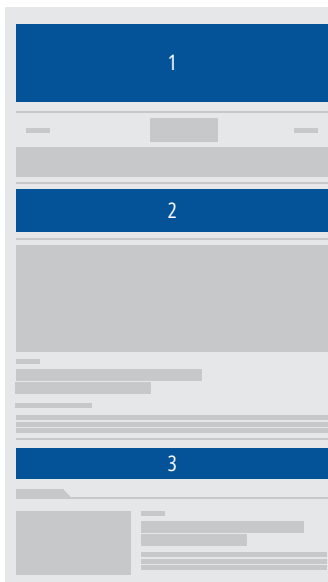
	1x	3x	6x	10x
<b>Inside Covers</b>	\$5720	\$5319	\$4868	\$4576
<b>Back Covers</b>	\$6297	\$5863	\$5352	\$5033
<b>2-Page Spread</b>	\$9735	\$9037	\$8250	\$7783
<b>Cover Wrap</b>	Contact Us			
<b>Gatefold</b>	Contact Us			



### WEB BANNERS

Targeting: All pages within the site

- 1 Title – (728 x 90)**  
FREQUENCY 1x: 1 Month | Pricing: \$1650
- 2 Roadblock – (960 x 90)**  
FREQUENCY 1x: 1 Month | Pricing: \$1950
- 3 Sidebar – (300 x 250)**  
FREQUENCY 1x: 1 Month | Pricing: \$1000
- 4 Large Rectangle – (300 x 600)**  
FREQUENCY 1x: 1 Month | Pricing: \$1195



### NEWSLETTER TAKEOVER

Targeting: Newsletter only  
Week (Monday-Friday) | Pricing: \$5,100

- 1 Billboard – (700 x 262)**  
FREQUENCY 1x: 1 Week
- 2 Roadblock – (700 x 130)**  
FREQUENCY 1x: 1 Week
- 3 Main – (700 x 90)**  
FREQUENCY 1x: 1 Week

### CUSTOM EBLAST

Targeting: Newsletter only

- Eblast Creative – (668 x 626)**  
FREQUENCY: 1x | Pricing: \$2,100



### HOMEPAGE TAKEOVER

Includes all Web Banners + BG Takeover  
Targeting: Homepage only

- BG Takeover – (2450 x 1200)**  
FREQUENCY 1x: 1 Week | Pricing: \$5,100

### Digital Ad Materials Submission

- File Formats: PNG, GIF, JPG
- File Size: 250K maximum
- Color RGB • 72 DPI
- Provide Click-Thru URL

### Custom Email Campaign

- Subject Line: 140 characters max
- Provide Click-Thru URL