



Advertising that doesn't get thrown out with the mail!

2019 Planning Guide/Advertising Schedule

EDITION

WINTER 2019 (comes out late January 2019)

SPRING 2019 (comes out late April 2019)

SUMMER 2019 (comes out late July 2019)

FALL 2019 (comes out late October 2019)

AD DEADLINE

December 22, 2018

March 22, 2019

June 22, 2019

September 22, 2019

You'll be happy to know that the ad rates for 2019 have not changed. In fact, our rates have not changed since our start in 2007!

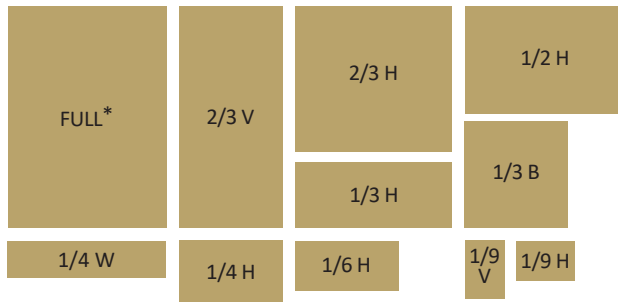
Rates

Ad Size (4 Color)	Rate
Full Page - Back Cover	\$1,600
Full Page - Inside Covers (Front/Back)	1,400
Full Page	1,200
2/3 Page	854
1/2 Page	766
1/3 Page	639
1/4 Page	563
1/6 Page	466
1/9 Page	370

Dimensions

Size: Inches (Picas)	Width	Height
Full Page*	7-1/8 (43)	10 (60)
2/3 Page-Horizontal	7-1/8 (43)	6-5/8 (40)
2/3 Page-Vertical	4-5/8 (28)	10 (60)
1/2 Page-Horizontal	7-1/8 (43)	4-7/8 (29)
1/3 Page-Horizontal	7-1/8 (43)	3-1/8 (19)
1/3 Page-Block	4-5/8 (28)	4-7/8 (29)
1/4 Page-Horizontal	4-5/8 (28)	3-1/2 (21)
1/4 Page-Wide	7-1/8 (43)	2-5/32 (13)
1/6 Page-Horizontal	4-5/8 (28)	2-1/4 (13.5)
1/9 Page-Horizontal	3-1/8 (19)	2-5/32 (13)
1/9 Page-Vertical	2-5/32 (13)	3-1/8 (19)

*Full-page bleed ads are 8.375" x 10.75" PLUS 1/8" on all sides for trim to measure 8.625" x 11.0"



reserve your space today!

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