

PRINT RATES & DEADLINES

PLACEMENTS	1x	2x	4x
Inside Front Cover	\$4,400	\$3,960	\$3,520
Inside Back Cover	\$4,400	\$3,960	\$3,520
Back Cover		\$4,400	\$3,960
Two-Page Spread*	\$4,000	\$3,600	\$3,200
Full Page*	\$2,500	\$2,000	\$1,600
1/2 Page	\$1,200	\$1,125	\$1,000
1/4 Page	\$600	\$540	\$480

ISSUE	SPACE CLOSE	DEADLINE	PUBLISH
SPRING	10/29/2020	11/12/2020	1/15/2021
SUMMER	2/11/2021	2/25/2021	4/15/2021
FALL	5/13/2021	5/27/2021	7/15/2021
WINTER	8/12/2021	8/26/2021	10/15/2021



*Advertorial Option Available

// Polybag Supplements and Bellyband options available; call for pricing.

// To receive a frequency discount, the full balance must be paid up front.

// Current members receive a 20% discount.

FILE SPECIFICATIONS

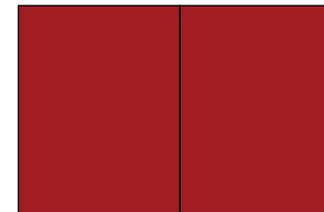
Advertising materials that do not meet specifications or that require additional preparation may be billed for the work performed, sent back for corrections, and/or forfeited (without substitution/make-good).

Graphic and logo design, packaging, promotion plans and execution, website design and copywriting are billed at \$105 per hour, minimum 1 hour.

- » Fonts and graphic links must be included
- » Colors must be CMYK mode
- » EPS files must be converted to outlines
- » PDF files at press-ready settings/compression PDF/X-1a2001
- » Line art should be at least 600 dpi
- » Photos should be at least 300 dpi
- » DO NOT include trim or registration marks

BLEED & TRIM SIZES

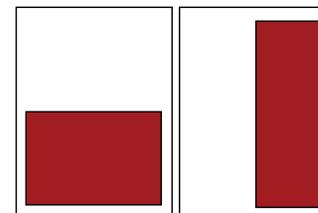
- » Trim Size: 8.375" x 10.5"
- » For Full Page ads, include a .25" bleed to outside



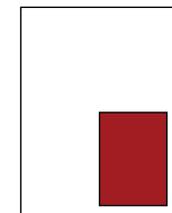
Two-page spread
16.75" x 10.5" + .25" bleed



Full page
8.375" x 10.5" + .25" bleed



1/2 page
Horizontal: 7.375" x 4.5"
Vertical: 3.75" x 10"



1/4 page
3.5" x 4.625"