

Advertising / Marketing Opportunities and Rates 2011

Display Advertising

Half page	\$ 3,340
Full page	\$ 5,990
Double page spread	\$ 8,920

Prime positions

Front cover package	\$13,850
Front cover gatefold dps	\$11,800
Inside front cover dps	\$10,790
Outside back cover	\$ 7,550
Inside front cover	\$ 6,970
Inside back cover	\$ 6,300

Inserts – all inserts priced on application

Sponsorship of features

Guarantees prominent branding on each page	
4 page feature	\$ 3,600
6 page feature	\$ 5,400
8 page feature	\$ 7,200

Sponsored articles (Advertorial)

Identified as sponsored and subject to editorial review before publication. All sponsored articles will have 1000 extra copies printed for the client.

4 page article	\$11,650
6 page article	\$14,680
8 page article	\$19,350

Company branding

Sponsored polywrap for 1 year	\$ 9,850
Sponsored News pages for 1 year (Company logo on every news page)	\$11,120
Belly Band (Includes printing of the belly band)	\$ 9,100
Spread Marker (Includes printing and tipping of spread marker)	\$10,200

Advertisement Specifications

Width x Depth in inches

Double page spread

Bleed:	16.8 x 11.9
Trim:	16.5 x 11.7
Type area:	15.7 x 10.9

Full page

Bleed:	8.5 x 11.9
Trim:	8.3 x 11.7
Type:	7.5 x 10.9

Half page horizontal

Bleed:	8.5 x 5.2
No bleed:	7.0 x 5.2

Half page vertical

Bleed:	4 x 11
No bleed:	3.3 x 9.5

Front cover

Bleed:	8.5 x 9.6
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