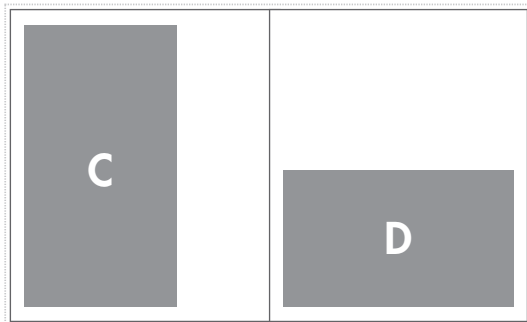
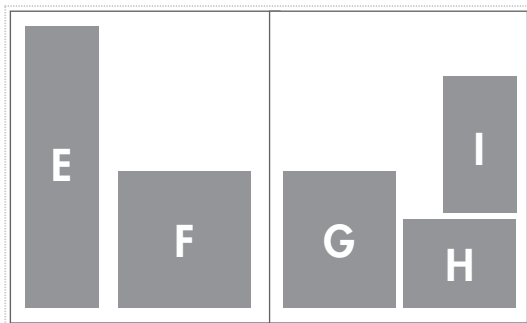


A: Publication size (trim size).... 9.00" x 10.875"  
 Bleed size ..... 9.25" x 11.125"  
 B: 2-page Spread ..... 18.00" x 10.875"



C: 2/3 page (vertical) 5.278" x 9.778"  
 D: 1/2 page (horizontal) 8.000" x 4.736"



E: 1/3 page (vertical) 2.556" x 9.778"  
 F: 1/3 page (square) 4.597" x 4.736"  
 G: 1/4 page (vertical) 3.917" x 4.736"  
 H: 1/6 page (horizontal) 3.917" x 3.056"  
 I: 1/6 page (vertical) 2.556" x 4.736"

COVERS	1x	3x	6x	12x
C 4	\$8,750	8,317	7,880	7,437
C 2,3	\$7,570	7,246	6,850	6,438

COLOR	1x	3x	6x	12x
Full Page	\$7,117	6,762	6,407	6,051
2/3 Page	\$5,335	5,078	4,805	4,542
1/2 Page-H	\$4,275	4,058	3,917	3,636
1/3 Page	\$3,209	3,044	2,890	2,724
1/4 Page	\$2,493	2,370	2,245	2,121
1/6 Page	\$1,777	1,694	1,607	1,514

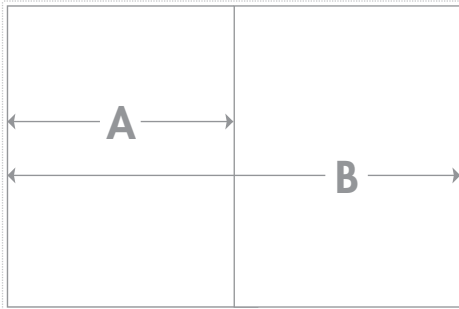
B&W	1x	3x	6x	12x
Full Page	\$4,985	4,738	4,491	4,238
2/3 Page	\$3,740	3,554	3,368	3,178
1/2 Page-H	\$2,997	2,848	2,694	2,544
1/3 Page	\$2,245	2,137	2,024	1,911
1/4 Page	\$1,746	1,658	1,576	1,488
1/6 Page	\$1,246	1,185	1,123	1,061

Keep live matter 1/2-inch from trim.  
 Screen: 150 screen recommended; 120 accepted. No mats.  
 Printing: Web offset.  
 Binding: Perfect bound.

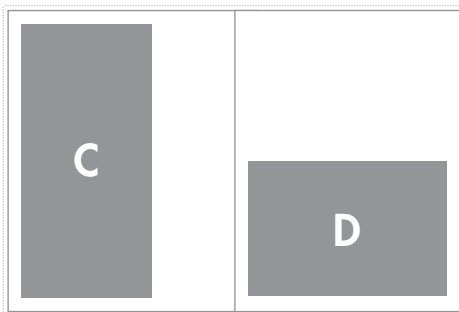
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 800.236.1025  
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# Divisional Publications

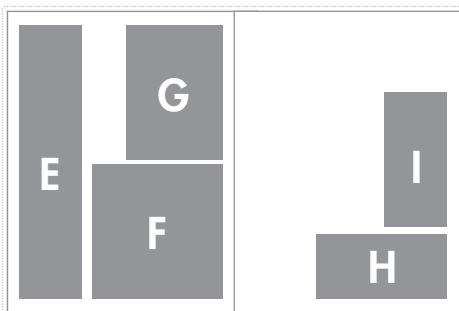
Mechanical requirements and advertising rates



A: Publication size (trim size)..... 7.875" x 10.50"  
 Bleed size ..... 8.125" x 10.75"  
 B: 2-page Spread ..... 15.75" x 10.50"



C: 2/3 page (vertical) 4.521" x 9.500"  
 D: 1/2 page (horizontal) 6.875" x 4.656"



E: 1/3 page (vertical) 2.167" x 9.500"  
 F: 1/3 page (square) 4.521" x 4.656"  
 G: 1/4 page (vertical) 3.344" x 4.656"  
 H: 1/6 page (horizontal) 4.521" x 2.230"  
 I: 1/6 page (vertical) 2.167" x 4.656"

COVERS	1x	3x	6x	12x
C 4	\$1,988	1,890	1,797	1,710
C 2, 3	\$1,772	1,684	1,597	1,514

COLOR	1x	3x	6x	12x
Full Page	\$1,535	1,460	1,385	1,316
2/3 Page	\$1,154	1,096	1,040	990
1/2 Page	\$932	886	842	800
1/3 Page	\$695	660	630	600
1/4 Page	\$540	367	350	332
1/6 Page	\$386	367	350	332

B&W	1x	3x	6x	12x
Full Page	\$930	880	836	793
2/3 Page	\$695	660	626	595
1/2 Page	\$556	530	500	475
1/3 Page	\$422	400	380	365
1/4 Page	\$325	310	295	280
1/6 Page	\$227	217	206	196

Keep live matter 1/2-inch from trim.  
 Screen: 150 screen recommended; 120 accepted. No mats.  
 Printing: Web offset.  
 Binding: Saddle stitched.

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