



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



2016 Planning Guide/Advertising Schedule

EDITION

- WINTER 2016 (comes out late January 2016)
- SPRING 2016 (comes out late April 2016)
- SUMMER 2016 (comes out late July 2016)
- FALL 2016 (comes out late October 2016)

AD DEADLINE

- December 22, 2015
- March 22, 2016
- June 22, 2016
- September 22, 2016

You'll be happy to know that the ad rates for 2016 have not changed. In fact, our rates have not changed since our start in 2007!

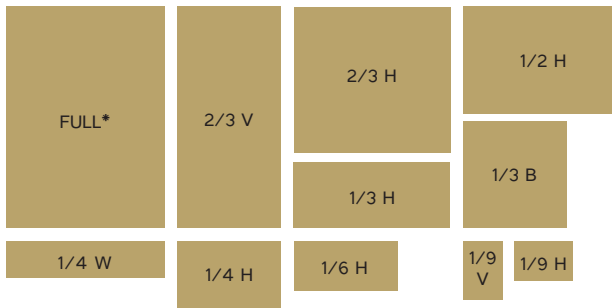
Rates

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.



reserve your space today!

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