

ADVERTISING CALENDAR & RATE CARD

ISSUE	CIRCULATED	AD CLOSE	AD MATERIALS DUE
1st Quarter (Jan-Mar)	April	February 1 st	February 15 th
2nd Quarter (April-Jun)	July	May 1 st	May 15 th
3rd Quarter (July-Sept)	October	August 1 st	August 15 th
4th Quarter (Oct-Dec)	January	November 1 st	November 15 th

2008 Sponsorship Rate Card All prices are per placement, per issue (US Dollars)			
Covers	1 Issue	2-3 Issue (Discount (per issue))	4 Issues (Discount (per issue))
Inside Back	\$579	\$521 per issue	\$492 per issue
Inside Front	\$629	\$566 per issue	\$535 per issue
Outside Back	\$719	\$647 per issue	\$612 per issue
Display Ads	1 Issue	2-3 Issue (Discount (per issue))	4 Issues (Discount (per issue))
Full page	\$499	\$450 per issue	\$424 per issue
2/3 page	\$369	\$332 per issue	\$314 per issue
1/2 page	\$289	\$260 per issue	\$245 per issue
1/3 page	\$199	\$180 per issue	\$169 per issue
1/4 page	\$179	\$161 per issue	\$152 per issue
1/6 page	\$129	\$116 per issue	\$109 per issue
1/8 page	\$95	\$85 per issue	\$80 per issue
Business card	\$79	\$71 per issue	\$67 per issue
1/12 page	\$69	\$62 per issue	\$59 per issue
Text Ads	1 Issue	2-3 Issue (Discount (per issue))	4 Issues (Discount (per issue))
	\$2.00/word	\$1.75/word	\$1.50/word

Ad Size	
Full page w/bleed	8.65" x 11.25"
2/3 page Vertical	4.861" x 10"
1/2 page Horizontal	7.375" x 4.833"
1/2 page Vertical	3.667" x 10"
1/2 page Island	4.861" x 7.333"
1/3 page Vertical	2.389" x 10"
1/3 page Square	4.861" x 4.833"
1/4 page	3.666" x 4.9"
1/6 page Horizontal	4.861" x 2.333"
1/8 page	3.67" x 2.4"
Business card	3.5" x 2"
1/12 page square	2.347" x 2.333"

■ **Advertising Tip**
The key to successful advertising is repetition