

ADVERTISING RATES & SPECIFICATIONS

Run of Press Pricing

	1x	3x	6x	12x
Full Page				
<i>Back Cover</i>	3450	3200	2950	2850
<i>Inside Front</i>	2900	2750	2600	2450
<i>Inside Back</i>	2700	2600	2550	2350
<i>Inside</i>	1750	1650	1550	1450
2/3 Page	1400	1300	1200	1050
1/2 Page	1150	1000	950	850
1/3 Page	800	735	675	600
1/4 Page	675	625	550	475
1/8 Page	375	335	300	270
1/12 Page	225	200	175	125

Classified - \$15 for first 20 words, 40 cents for each additional word

- Special Placement Rate: add 10% to contract rate (minimum of 1/4 page ad)
- All rates are net and per insertion. Ad agency charges, if any, are additional.

Specifications

	Width	Height
Full page	7.875	10.375
w/bleed	8.875	11.375
2/3 page	4.900	9.875
1/2 page vertical	3.840	9.875
horizontal	7.875	4.840
1/3 page vertical	2.500	9.875
square	4.900	4.840
1/4 page	3.840	4.840
1/8 page	3.840	2.330
1/12 page	2.200	2.400

Display Advertising Specs

Text only files: Microsoft Word

Art only files: TIFF, JPEG, PDF and EPS formats. Minimum resolution of 300 dpi and CMYK format required. Web images at 72 dpi are not suitable for high quality printing. Images scanned from thermographic printing or business cards may result in poor quality reproduction.

Application software accepted: High resolution PDF files, InDesign, Illustrator, Macromedia Freehand.

Fonts: All fonts must be embedded in the file or must be supplied.

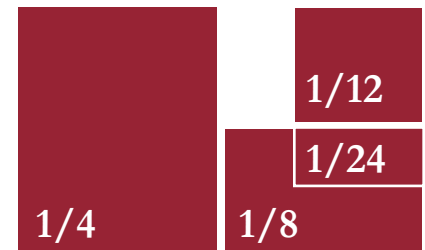
Terms & Policies

All ads must be prepaid. Payment for first insertion due at contract signing. Subsequent insertions, if any, will be invoiced 15 days prior to publication date.

The publisher reserves the right to edit or reject any ad copy submitted.

Rates are agency commissionable when placed by a legitimate agency of record.

Advertisers and/or advertising agencies are responsible for the accuracy of their ads and assume liability for all content, including published text and illustrations, and also assume responsibility for all claims made against Beagle Media, LLC arising from publication, including costs of defending claims.



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