

## 2016 Display Rates (Gross)

FULL-COLOR

	1x	4x	6x	12x	18x	24x
<b>2-Page Spread</b>	\$4,000	\$3,800	\$3,600	\$3,400	\$3,200	\$3,000
<b>Full Page</b>	2,600	2,400	2,300	2,000	1,800	1,600
<b>1/2 Page</b>	1,900	1,800	1,700	1,500	1,400	1,200

BLACK & WHITE

	1x	4x	6x	12x	18x	24x
<b>2-Page Spread</b>	\$3,000	\$2,800	\$2,600	\$2,400	\$2,200	\$2,000
<b>Full Page</b>	1,900	1,800	1,700	1,500	1,400	1,200
<b>1/2 Page</b>	1,725	1,525	1,425	1,225	1,175	1,025

## Advertising Specifications

	Imperial (in)		Metric (mm)	
	width	height	width	height
<b>2-Page Spread</b>				
<i>Active Area</i>	15	9.875	381	250.825
<i>Ad Size</i>	16.25	10.875	412.75	276.225
<i>Bleed Area</i>	16.5	11.125	419.1	282.575
<b>Full Page (w/Bleed)</b>				
<i>Active Area</i>	7.5	9.875	190.5	250.825
<i>Ad Size</i>	8.125	10.875	206.375	276.225
<i>Bleed Area</i>	8.375	11.125	212.725	282.575
<b>1/2 Page</b>				
Vertical	3.25	9.125	82.55	231.775
Horizontal	6.75	4.5	171.45	114.3

## Ad Sizes

### 2-Page Spread



### Full



### 1/2 Vertical



### 1/2 Horizontal

