



Ad Material Requirements

- Ads must be supplied in a suitable electronic form.
- Proof prints must be supplied with ads.
- Color proof required for color ads.
- Digital files may be sent in by disk or with special permission, email.
- Macintosh or PC compatible files are acceptable.
- All digital image files must be supplied at 300 dpi at actual size in EPS, TIFF or PDF formats (with fonts embedded).
- Programs supported are QuarkXPress, Adobe InDesign, Adobe Photoshop and Adobe Illustrator.

Online Banner Ad Rates

Ad Unit**	Average Monthly Impressions	Monthly Rates
728x90 Leaderboard	9,000*	\$585
300x250 Upper Rectangle	9,000*	495
300x250 Lower Rectangle	9,000*	405

*Average monthly impressions based on historical data from January 01 - June 30, 2009; Numbers are rounded down to the nearest 500; Actual impression levels may be higher or lower with no effect on sponsorship cost.
 ** Other sizes available. 468x60/Full Banner pricing is the same as the upper rectangle and 120x600/Skyscraper pricing is the same as the lower rectangle.

Print Rates

	1x	4x	7x	12x
Black & White				
Full	\$1,400	\$1,275	\$1,150	\$1,040
2/3	1,160	1,055	950	865
1/2	915	820	750	675
1/3	725	650	590	540
1/4	605	550	495	450

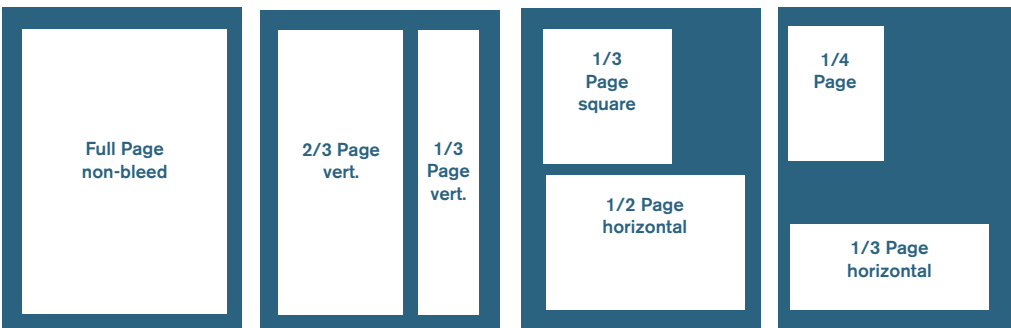
Two Color (*Black plus one color)				
Full	\$1,640	\$1,515	\$1,390	\$1,280
2/3	1,400	1,295	1,190	1,105
1/2	1,155	1,060	990	915
1/3	965	890	830	780
1/4	845	790	735	690

Four Color				
Full	\$1,950	\$1,825	\$1,700	\$1,590
2/3	1,710	1,605	1,500	1,415
1/2	1,465	1,370	1,300	1,225
1/3	1,275	1,200	1,140	1,090
1/4	1,155	1,100	1,045	1,000

Classified Ad Rates				
Full	\$900	---	\$800	\$700
2/3	800	---	700	600
1/2	600	---	400	400
1/3	400	---	300	300
1/4	400	---	300	300
1/6	300	---	200	200
1/8	200	---	100	100

Premium Positions / Additional Cost			
Inside Front Cover	15%	Second Spread or Center Spread	10%
Page 1	15%	Inside Back Cover	15%
Page 2 through 9	10%	Outside Back Cover	20%

Ad Layouts & Sizes



Ad Sizes

	Inches
Trim size	8 1/8 w X 10 7/8 h
Page bleed	8 3/8 w X 11 1/8 h
Page non-bleed	7 w X 10 h
2/3 page vertical	4 1/2 w X 10 h
1/2 page horiz.	7 w X 4 7/8 h
1/3 page square	4 1/2 w X 4 7/8 h
1/3 page vertical	2 1/8 w X 10 h
1/3 page horiz.	7 w X 3 3/8 h
1/4 page	3 3/8 w X 4 7/8 h