

## 2026 Advertising Calendar and Rate Card

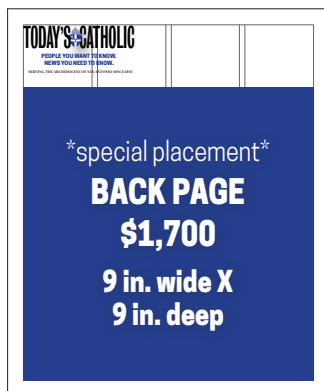
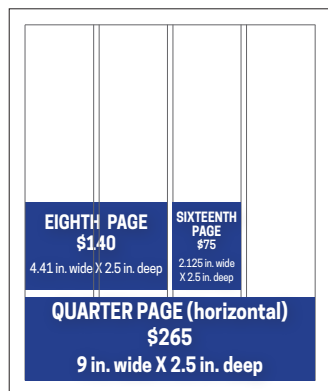
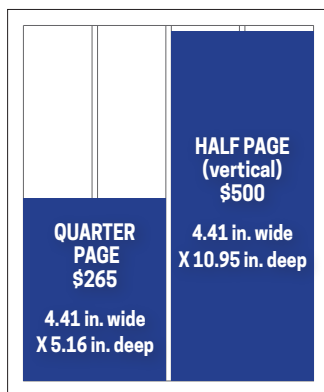
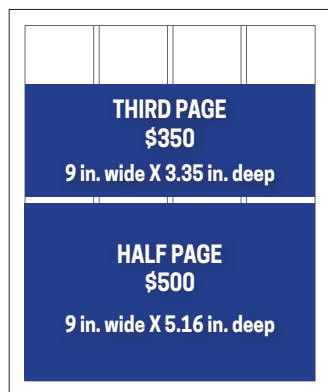
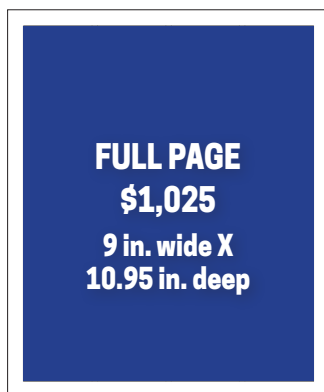
DEADLINE FOR AD RESERVATION IS 17 DAYS PRIOR TO PUBLICATION.

\*\*Camera ready ads should arrive in PDF, JPEG or TIFF formats.

\*\*Ads must be in 300 DPI resolution. \*\*All ads in color

### SIZES

- **FULL:** 9 in. wide X 10.95 in. deep
- **FULL (BACK PAGE):** 9 in. wide X 9 in. deep
- **HALF:** 9 in. wide X 5.16 in. deep
- **HALF (VERTICAL):** 4.41 in. wide X 10.95 in. deep
- **THIRD:** 9 in. wide X 3.35 in. deep
- **QUARTER:** 4.41 in. wide X 5.16 in. deep
- **QUARTER (HORIZONTAL):** 9 in. wide X 2.5 in. deep
- **EIGHTH:** 4.41 in. wide X 2.5 in. deep
- **SIXTEENTH:** 2.125 in. wide X 2.5 in. deep



### RATE SCHEDULE

(Effective July 1, 2017) \$15 PCI

|           |         | 5%       | 10%      | 15%      |
|-----------|---------|----------|----------|----------|
|           | 1x      | 6x       | 12x      | 23x      |
| 1/16 PAGE | \$75    | \$71.25  | \$67.50  | \$63.75  |
| 1/8 PAGE  | \$140   | \$133    | \$126    | \$119    |
| 1/4 PAGE  | \$265   | \$251.75 | \$238.50 | \$225.25 |
| 1/3 PAGE  | \$350   | \$332.50 | \$315    | \$297.50 |
| 1/2 PAGE  | \$500   | \$475    | \$450    | \$425    |
| FULL PAGE | \$1,025 | \$973.75 | \$922.50 | \$871.25 |

Prices reflect 6 or more: 5%, 10%, 15%

### SPECIAL PLACEMENT:

Back cover\* charge: \$1,700

\*special size - 9 in. wide X 9 in. deep

Inside back page charge: \$1,350

Premium placement pages: 4, 5, & 7

Inserts: \$100 per 1,000

### FREQUENCY RATES:

Insertion dates must be agreed to upon signing of contract and ads must be placed within one year of signed contract.

Once ad has been approved by client, additional charge is \$25.