


# Supplements & Regional Specials

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Please fill in the boxes and put the publication/issue for the ad in the subject line.

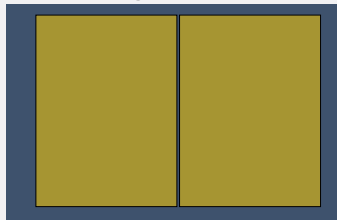
 Color blocking represents the approximate ad location on page.

## Premium Positions

Add 10% to contract four-color, full-page rate for cover positions; add 5% for other premium positions. Not all options are listed.

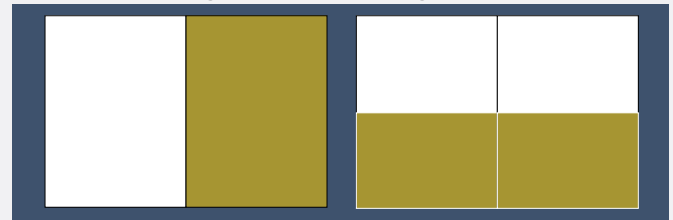


## 2-Page Spread



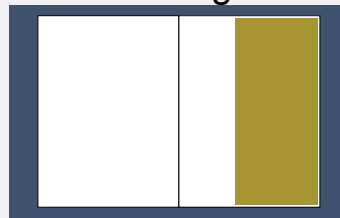
|   |            |
|---|------------|
| 15.75" x 10.75"<br>(406 x 279 mm)               | 1x \$6,600 |
|   | 2x \$6,300 |
| Ad needs .125"<br>or 3 mm bleed<br>on each side | 3x \$6,000 |

## Full Page & Half-Page Spreads



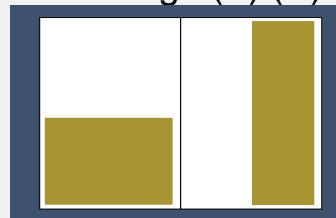
|   |   |            |
|---|---|------------|
| <b>Full Page</b><br>7.875" x 10.75"<br>(200 x 273 mm) | <b>Half Page</b><br>15.75" x 4.875"<br>(406 x 223 mm) | 1x \$4,000 |
|   |   | 2x \$3,800 |
| Ad needs .125"<br>or 3 mm bleed<br>on each side       | Ad needs .125"<br>or 3 mm bleed<br>on each side       | 3x \$3,600 |

## 2/3 Page



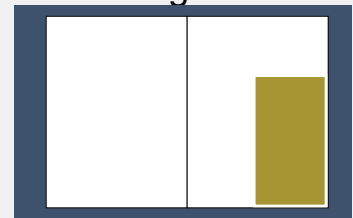
|   |            |
|---|------------|
| 5.167" x 10.75"<br>(131 x 273 mm)               | 1x \$3,200 |
|   | 2x \$3,100 |
| Ad needs .125"<br>or 3 mm bleed<br>on each side | 3x \$2,900 |

## Half Page (V) (H)



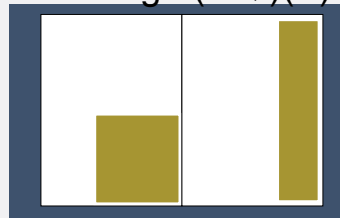
|   |            |
|---|------------|
| 1/2(v): 3.375" x 9.25"<br>(86 x 235 mm) | 1x \$2,800 |
|   | 2x \$2,600 |
| 1/2(h): 7" x 4.625"<br>(178 x 117 mm)   | 3x \$2,400 |

## Half-Page Island



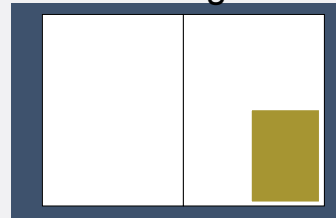
|                                |            |
|--------------------------------|------------|
| 4.5" x 7.25"<br>(114 x 191 mm) | 1x \$3,000 |
|                                | 2x \$2,800 |
|                                | 3x \$2,700 |

## 1/3 Page (SQ.) (V)



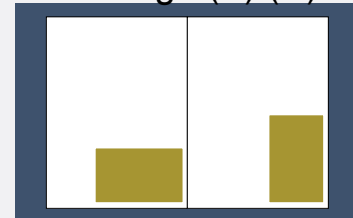
|  |            |
|--|------------|
| 1/3 (sq.)<br>4.5" x 4.625"<br>(114 x 117 mm) | 1x \$2,300 |
|  | 2x \$2,200 |
| 1/3 (v)<br>2.25" x 9.25"<br>(57 x 235 mm)    | 3x \$2,100 |

## 1/4 Page



|                                  |            |
|----------------------------------|------------|
| 3.375" x 4.625"<br>(86 x 117 mm) | 1x \$2,000 |
|                                  | 2x \$1,900 |
|                                  | 3x \$1,800 |

## 1/6 Page (V) (H)



|                                 |            |
|---------------------------------|------------|
| 2.25" x 4.625"<br>(57 x 235 mm) | 1x \$1,100 |
|                                 | 2x \$1,000 |
|                                 | 3x \$900   |