

Class of 2010
Advertising rates - Net

Black & white (add \$400 for color)

	1X	2X	4X (2 years)
Full page	\$2,500	\$2,300	\$ 2,100
2/3 page	2,000	1,800	1,700
1/2 page	1,500	1,300	1,200
1/3 page	1,000	900	700
1/4 page	800		
2 nd cover	n/a	3,400	3,400
3 rd cover	n/a	3,000	3,000
4 th cover	n/a	4,400	4,400

Four-color : Add \$400

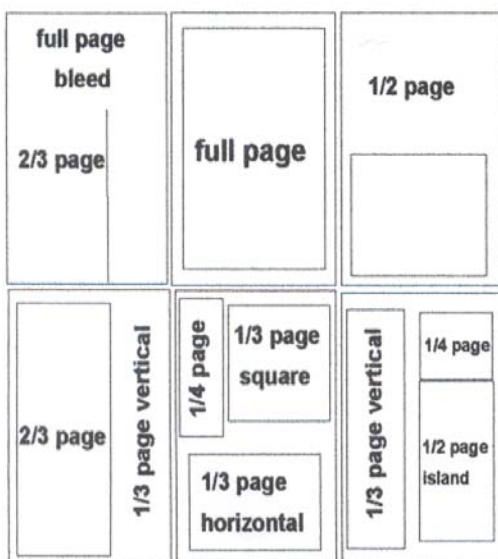
We do not charge for bleeds

Material Reproduction: A PDF on a CD file or the following: We prefer InDesign (with all associated fonts and high-resolution images. Every attempt will be made to reproduce ads per material sent.

Publisher is not responsible for reproduction quality of ads not meeting printing specifications or for ads received after closing.

Inserts

All inserts will be priced on an individual basis. Contact advertising department for details.



Mechanical Requirements

Standard page is three columns of 2 3/16" wide x 10" high. Trim size is 8 1/8" x 10 7/8"; type page is 7" x 10".

Standard Ad Dimensions:

Description	Inches Wide	Inches High
Full page	7	10
2/3 page	4 9/16	10
1/2 page Island	4 9/16	7 3/8
1/2 page horizontal	7	4 7/8
1/3 square	4 9/16	4 7/8
1/3 vertical	2 3/16	10
1/3 horizontal	7	3 5/16
1/4 horizontal	3 3/8	4 7/8

Bleed sizes

Description	Inches wide	Inches high
Single page bleed	8 5/16	11 1/4
Single page trim	8 1/8	10 7/8
2/3 page bleed	5 3/8	11 1/4
2/3 page trim	5 3/16	10 7/8
Spread full bleed	16 5/8	11 1/4
Spread, gutter bleed only	16 1/4	10

Publication Schedule and Closing

Fall Publication date: October 25

Art materials deadline: September 10

Spring Publication date March 25

Art materials deadline: February 10

Cancellation notice must be received in writing prior to closing date.

Covers are non-cancelable.

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