

Class of 2014-2015 Advertising rates - Net

Black & white (add \$600 for color)

	1X	3X	6X (2 years)
Full page	\$2,800	\$2,600	\$ 2,200
2/3 page	2,300	2,100	2,000
1/2 page	1,800	1,600	1,500
1/3 page	1,300	1,200	1000
1/4 page	1,100		
2 nd cover	n/a	3,700	3,700
3 rd cover	n/a	3,300	3,300
4 th cover	n/a	4,700	4,700

Four-color : Add \$600

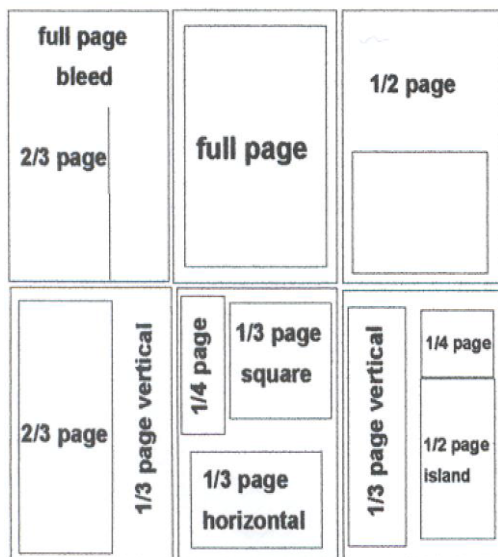
We do not charge for bleeds.

Material Reproduction: Most ads can be emailed. If you want to send 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 13

Art materials deadline: August 25, 2014

Winter Publication date: January 12

Art materials deadline: December 1, 2014

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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