

rates (net)

PUBLICATION RATES

	SPEC	1X	2X	3X	4X
DPS	Live Area 15 3/8" x 9 7/8" Trim Size 16 1/2" x 10 7/8" Full Bleed 16 3/4" x 11 1/8"	\$5,060	\$4,554	\$4,301	\$4,048
Full Page	Live Area 7 1/8" x 9 7/8" Trim Size 8 1/4" x 10 7/8" Full Bleed 8 1/2" x 11 1/8"	\$2,780	\$2,502	\$2,363	\$2,224
1/2 Page	Horizontal 7 1/8" x 4 3/4" Vertical 3 1/2" x 9 7/8"	\$1,975	\$1,778	\$1,679	\$1,580
1/3 Page	Horizontal 7 1/8" x 3 1/4" Vertical 4 3/4" x 4 3/4"	\$1,430	\$1,287	\$1,216	\$1,073
1/4 Page	Horizontal 7 1/8" x 2 3/8" Vertical 3 1/2" x 4 3/4"	\$1,045	\$941	\$888	\$836
Inside Front/Inside Back Cover	Live Area 7 1/8" x 9 7/8" Trim Size 8 1/4" x 10 7/8" Full Bleed 8 1/2" x 11 1/8"	\$3,200	\$2,880	\$2,720	\$2,560
Outside Back Cover	Live Area 7 1/8" x 9 7/8" Trim Size 8 1/4" x 10 7/8" Full Bleed 8 1/2" x 11 1/8"	\$3,600	\$3,240	\$3,060	\$2,880

WEBSITE RATES

	SPECS	3 MONTH	6 MONTH	12 MONTH	CPI
Leaderboard Banner	728 x 90 pixels	\$1,000	\$1,500	\$2,000	\$0.50
Skyscraper	300 x 600 pixels	\$750	\$1,250	\$2,250	\$0.38
Medium Rectangle	300 x 250 pixels	\$600	\$1,000	\$1,800	\$0.30
Rectangle Ad	300 x 100 pixels	\$450	\$800	\$1,450	\$0.23
Button Ad	120 x 90 pixels	\$200	\$350	\$600	\$0.10

LEAD GENERATION

CONTENT SPONSORSHIP	SPECS	3 MONTH	6 MONTH	12 MONTH
Story of the Week	Full banner ad 468 x 60 pixels Wide skyscraper 160 x 600 pixels TIFF, JPEG, EPS, PSD, PDF logo	3 issues \$1,500	6 issues \$2,700	12 issues \$4,800
spudcast	Full banner ad 468 x 60 pixels Wide skyscraper 160 x 600 pixels TIFF, JPEG, EPS, PSD, PDF logo	n/a	n/a	18 issues \$35,000

EMAIL RATES

Per 100	\$30
Customized Solutions	contact us for a custom quote