

**House Account Rate Card**

Ad Size	1x	4x
Full Page	\$5,372	\$4,728
2/3 Page	\$4,029	\$3,545
1/2 Page	\$3,223	\$2,836
1/3 Page	\$2,418	\$2,127
1/4 Page	\$1,880	\$1,654
1/6 Page	\$1,343	\$1,183
1/12 Page	\$966	\$850
<b>Investment per 1,000 readers (full page)</b>	<b>\$42.64</b>	<b>\$37.52</b>

**Covers**

Position	1x	4x
Inside front or Inside back	\$6,202	\$5,456
Back cover	\$6,655	\$5,856

**Ad Dimensions**

Ad Size	Dimensions
Full Page	7.2917"W x 9.5"H
Full Page Bleed	8.375"W x 10.75"H
2/3 Page (vertical)	4.0595"W x 9.5"H
1/2 Page (tall)	2.9821"W x 9.5"H
1/2 Page (vertical)	4.0595"W x 7.0625"H
1/2 Page (horizontal)	7.2917"W x 4.625"H
1/3 Page (square)	4.0595"W x 4.625"H
1/3 Page (vertical)	1.9048"W x 9.5"H
1/4 Page (vertical only)	2.9821"W x 4.625"H
1/6 Page (horizontal)	4.0595"W x 2.1875"H
1/6 Page (vertical)	1.9048"W x 4.625"H
1/12 Page (square)	1.9048"W x 2.1875"H

**Deadlines**

Quarterly Issue	Space/Materials Deadline*	Publication Date
Spring	December 1st	Late February
Summer	March 15th	Late May
Fall	June 1st	Late August
Winter	September 1st	Mid-November
<i>*Please note: When the above deadlines fall on a weekend or holiday, the deadline will be the previous Friday.</i>		