

House Account Rate Card (2020-21)

Circulation
117,000

Ad Size	1x	2x
Full Page	\$5,640	\$4,964
2/3 Page	\$4,230	\$3,722
1/2 Page	\$3,384	\$2,978
1/3 Page	\$2,539	\$2,233
1/4 Page	\$1,974	\$1,737
1/6 Page	\$1,410	\$1,242
1/12 Page	\$1,014	\$893
Investment per 1,000 readers (full page)	\$48.20	\$42.43

Covers

Position	1x	2x
Inside front or Inside back	\$6,512	\$5,729
Back cover	\$6,988	\$6,149

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

Biannual Issue	Space/Materials Deadline*	Publication Date
Spring	December 1st	Late February
Fall	June 1st	Late August

**Please note: When the above deadlines fall on a weekend or holiday, the deadline will be the previous Friday.*