

4-COLOR

2-Full Page Spread	\$7,900
Full Page	4,299
Half Page	2,549
Third Page	1,799
Quarter Page	1,649
Ninth Page	1,299
Twelfth Page	1,049

Prices for covers, ads and multi-page sections are negotiable.

REUNION CELEBRATIONS CLOSING DATES

Issue and Online date March 1, 2018

Space reservation	2/12/18
Materials due	2/20/18

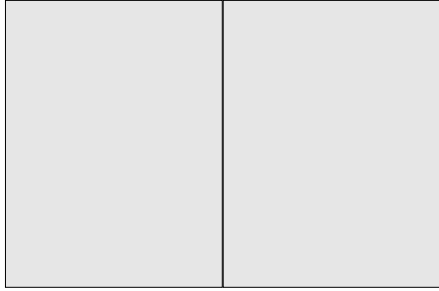
Issue and Online date September 1, 2018

Space reservation	8/14/18
Materials due	8/23/18

SIZES

2 FULL PAGE SPREAD W/BLEED

Final size: 17"W x 10.875"H
Bleed size: 17.25"Wx11.125"H



THIRD PAGE

Vert.: 2.375"W x 9.875"H
Horiz.: 5"W x 4.875"H



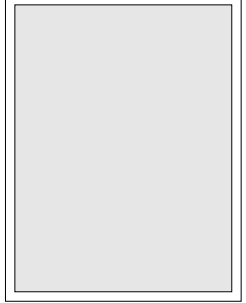
QUARTER PAGE

Vert.: 2.375"W x 7.5"H
Horiz.: 7.5"W x 2.375"H



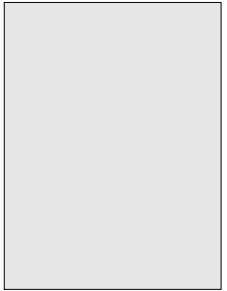
FULL PAGE W/BLEED

Final size 8.5"W x 10.875"H
Bleed size 8.75"Wx11.125"H



FULL PAGE

8.5"W x 10.875"H



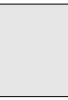
HALF PAGE

Vert.: 3.5"W x 9.875"H
Horiz.: 7.5"W x 4.75"H



NINTH PAGE

Vert.: 2.375"W x 3.25"H



TWELFTH PAGE

Square
2.375"W x 2.375"H



COMMISSION

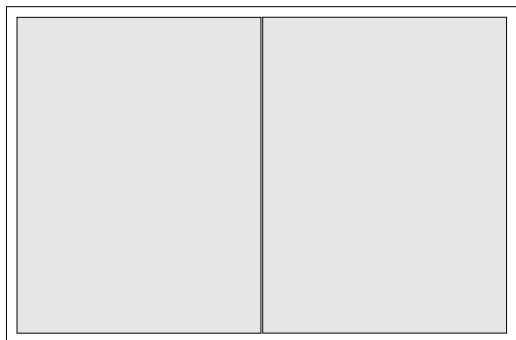
Agency Commission 15% to recognized agencies for display advertising only.

GENERAL CONDITIONS

Written confirmation/insertion order required before ads are placed.

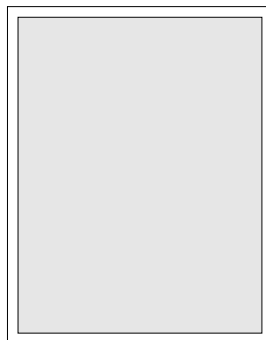
1. All advertising is subject to publisher's approval.
2. Positioning instructions on insertion orders are treated as requests, not as binding on the publisher.
3. Production charges will be billed at cost and are non-commissionable.
4. No cancellations accepted after space closing date.
5. Terms net 30 days.
6. Interest on past due balances is charged at the rate of 1.5% per month.
7. Publisher's liability for failure to insert an ad is limited to a refund of the amount paid for the ad.
8. Publisher is not bound by any conditions, oral or written, which conflict with rate card.
9. Whenever a contract is accepted with a frequency discount and later an insertion does not adhere, we reserve the right to bill and regain the full percent.
10. We do our best to match colors to provided proofs. Unfortunately, color differences may occur due to variations in printing processes and paper qualities.

SPECS & ADVERTISING UNITS



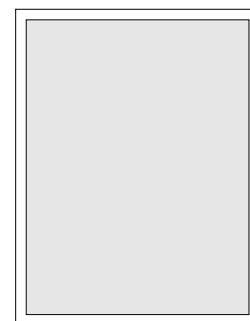
2-FULL PAGE SPREAD W/BLEED

Final size 17"W x 10.875"H
Bleed size 17.25"Wx11.125"H



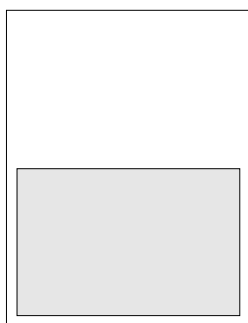
FULL PAGE W/BLEED

Final size 8.5"W x 10.875"H
Bleed size 8.75"Wx11.125"H



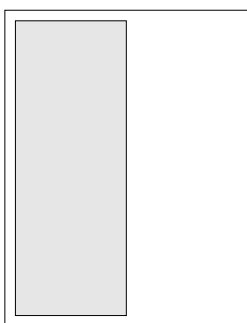
FULL PAGE

7.5"W x 9.875"H



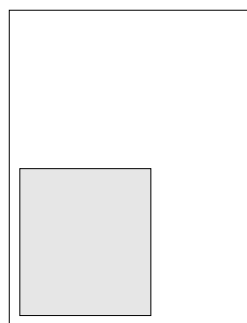
HALF PAGE

Horizontal
7.5"W x 4.75"H



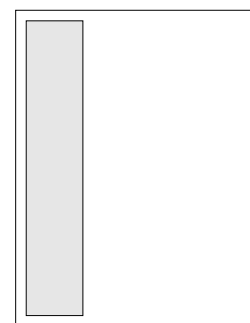
HALF PAGE

Vertical
3.5"W x 9.875"H



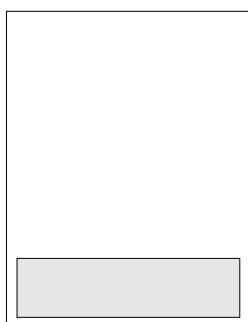
THIRD PAGE

Horizontal
5"W x 4.875"H



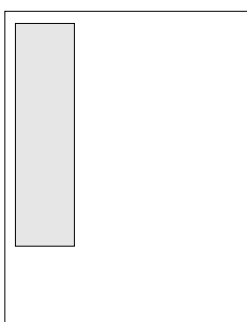
THIRD PAGE

Vertical
2.375"W x 9.875"H



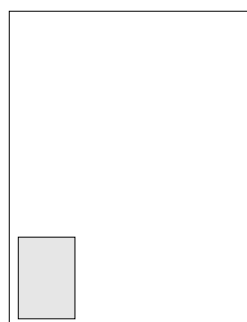
QUARTER PAGE

Horizontal
7.5"W x 2.375"H



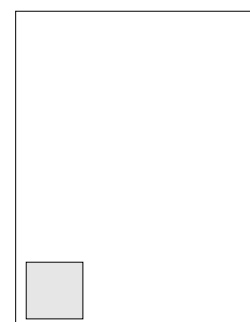
QUARTER PAGE

Vertical
2.375"W x 7.5"H



NINTH PAGE

Vertical Only
2.375"W x 3.25"H



TWELFTH PAGE

Square
2.375"W x 2.375"H

FILE FORMATS & REQUIREMENTS:

- ftp
- Hard copy color proof – advertisers preference
- High-resolution pdf preferred
(with bleeds and crop marks only when ad bleeds)

MECHANICAL SPECIFICATIONS

1. Prints offset
2. Saddle stitched
3. Live area 8.25" x 10.625"
4. Final size 8.5" x 10.875"
5. Bleeds – add 1/8" on all sides

For sales information call 414-263-4567.

For art direction and technical information call Jennifer Rueth 414-581-2725.