



## 2009/2010 RATE CARD ❖ SINGLE ISSUE

PRICES EFFECTIVE JUNE 1, 2009

<b>4-COLOR</b>	Full Page . . . . .	\$3,199
	Two-Thirds Page . . . . .	2,799
	Half Page . . . . .	2,149
	Third Page . . . . .	1,599
	Quarter Page . . . . .	1,409
	Sixth Page . . . . .	1,199
	Ninth Page . . . . .	1,099
	Twelfth Page . . . . .	979

<b>2-COLOR ON DISK ONLY</b>	Full Page . . . . .	\$2,349
	Two-Thirds Page . . . . .	1,999
	Half Page . . . . .	1,699
	Third Page . . . . .	1,299
	Quarter Page . . . . .	1,079
	Sixth Page . . . . .	799
	Ninth Page . . . . .	729
	Twelfth Page . . . . .	549

<b>BLACK &amp; WHITE</b>	Full Page . . . . .	\$2,149
	Two-Thirds Page . . . . .	1,799
	Half Page . . . . .	1,499
	Third Page . . . . .	1,099
	Quarter Page . . . . .	849
	Sixth Page . . . . .	529
	Ninth Page . . . . .	499
	Twelfth Page . . . . .	329

**A 2% discount is offered for rate card ads paid by space closing date. Covers and cards are negotiable.**

### PAGE DIMENSIONS

Full Page Bleed . . . . .	8.75"W x 11.25"H
Full Page . . . . .	7.5"W x 10"H
Two-Thirds Page	Horizontal . . . . . 7.5"W x 6.625"H
	Vertical . . . . . 5"W x 10"H
Half Page	Horizontal . . . . . 7.5"W x 4.75"H
	Vertical . . . . . 3.5"W x 10"H
Third Page	Horizontal . . . . . 5"W x 4.875"H
	Vertical . . . . . 2.375"W x 10"H
Quarter Page	Horizontal . . . . . 7.5"W x 2.375"H
	Vertical . . . . . 2.375"W x 7.5"H
Sixth Page	Horizontal . . . . . 5"W x 2.375"H
	Vertical . . . . . 2.375"W x 4.875"H
Ninth Page	Vertical . . . . . 2.375"W x 3.25"H
Twelfth Page	Square . . . . . 2.375"W x 2.375"H

<b>FREQUENCY DISCOUNTS</b>	2 x	5%
	3 x	10%
	4 x	15%
	5 x	20%

*Frequency discounts do not apply to special promotions. All ROP (run of publication) ad rates are net.*

### COMMISSION

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

### ISSUE & CLOSING DATES

Issue	Space Closing	Materials Due
Aug/Sept/Oct	6/22/09	6/29/09
Nov/Dec/Jan 2010	9/22/09	9/29/09
10th Edition Workbook	schedule not yet determined	
Feb/March/April	12/22/09	12/28/09
May/June/July	3/22/10	3/26/10

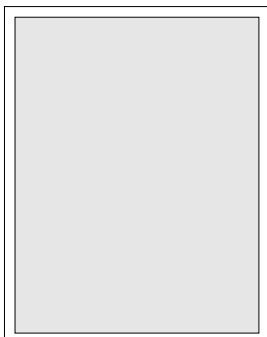
Written confirmation for all ads is required.

### GENERAL CONDITIONS

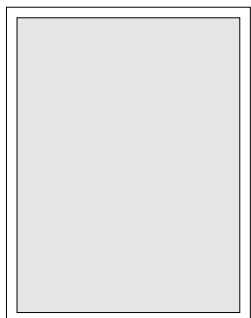
1. All advertising is subject to publisher's approval.
2. Positioning instructions on insertion orders shall be treated as requests, not as binding on the publisher.
3. Production charges will be billed at cost and are non-commissionable.
4. No cancellations accepted after space closing date.
5. Terms net 30 days: 2% discount for payment by space closing date.
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. Ads including a coupon require prior approval and may require an additional charge.
11. We do our best to match colors to provided proofs. Unfortunately, color differences may occur due to variations in printing processes and paper qualities.

**Mailing address:** PO Box 11727, Milwaukee WI 53211-0727  
**Delivery address:** 929 East Townsend Street, Milwaukee WI 53212  
**Phone:** 414-263-4567 ❖ **Fax:** 414-263-6331  
**Email:** mliston1@execpc.com or klavin@reunionsmag.com  
**Web Page:** www.reunionsmag.com

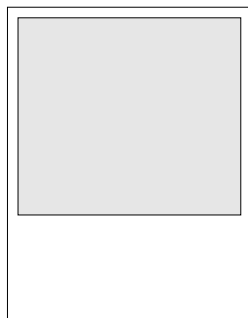
## SPECS & ADVERTISING UNITS



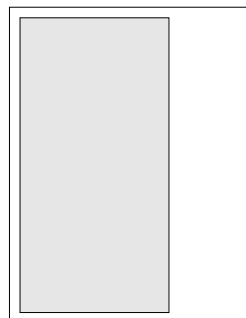
**FULL PAGE W/BLEED**  
8.75"W x 11.25"H  
(trims to 8.5"W x 11"H)



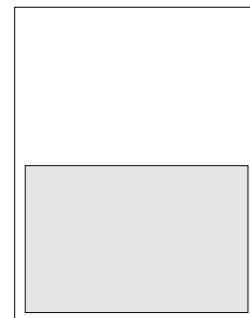
**FULL PAGE**  
7.5"W x 10"H



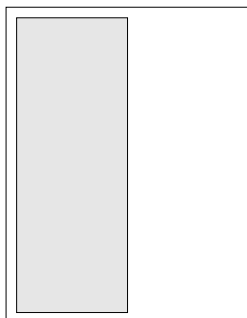
**TWO THIRDS PAGE**  
Horizontal  
7.5"W x 6.625"H



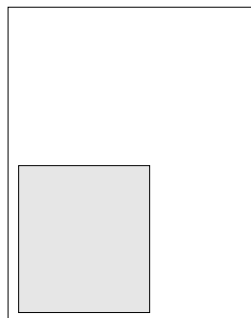
**TWO THIRDS PAGE**  
Vertical  
5"W x 10"H



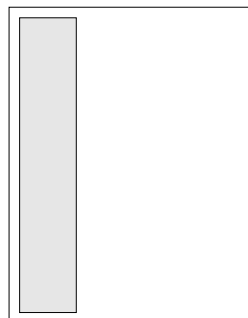
**HALF PAGE**  
Horizontal  
7.5"W x 4.75"H



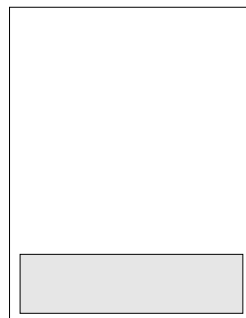
**HALF PAGE**  
Vertical  
3.5"W x 10"H



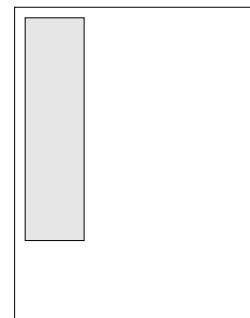
**THIRD PAGE**  
Horizontal  
5"W x 4.875"H



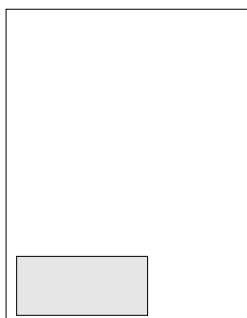
**THIRD PAGE**  
Vertical  
2.375"W x 10"H



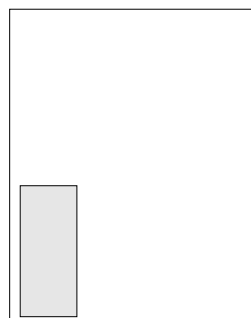
**QUARTER PAGE**  
Horizontal  
7.5"W x 2.375"H



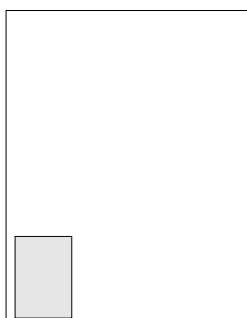
**QUARTER PAGE**  
Vertical  
2.375"W x 7.5"H



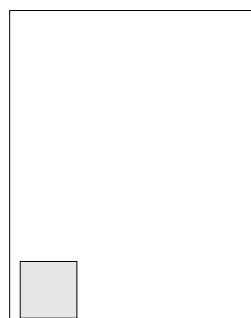
**SIXTH PAGE**  
Horizontal  
5"W x 2.375"H



**SIXTH PAGE**  
Vertical  
2.375"W x 4.875"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:

- CD Rom
- ftp
- Hard copy (for color ads, color proof preferred)
- Disk with file, support files, and directory

### SOFTWARE:

- Adobe Illustrator CS or earlier
- Adobe Photoshop CS or earlier
- Adobe Acrobat 6.0
- Quark XPress 6.5 or earlier

### Mechanical Specifications

1. Prints offset
2. Saddle stitched
3. Live area 8.25" x 10.75"
4. Trim size 8-1/2" x 11"
5. Bleeds for all ads other than full page –  
5/8" all sides on all other ad;  
1/8" all sides on full page ads only.

For sales information call 414-263-4567

For art direction and technical information call Jennifer Rueth  
414-962-7920 or fax 414-962-7918