



2010 RATE CARD ❖ SINGLE ISSUE

The rates listed apply to *Reunions magazine*.
Please call for *Reunions Workbook* rates and deadlines.

PRICES EFFECTIVE MAY 7, 2010

4-COLOR	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
2-COLOR	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
BLACK & WHITE	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

FREQUENCY DISCOUNTS	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	7/13/10	7/20/10
Nov/Dec/Jan 2011	10/13/10	10/20/10
Feb/March/April	1/13/11	1/20/11
11th ed. Reunions Workbook	TBA	TBA
May/June/July	4/13/11	4/20/11

Written confirmation for all ads is required.

GENERAL CONDITIONS

- All advertising is subject to publisher's approval.
- Positioning instructions on insertion orders shall be treated as requests, not as binding on the publisher.
- Production charges will be billed at cost and are non-commissionable.
- No cancellations accepted after space closing date.
- Terms net 30 days: 2% discount for payment by space closing date.
- Interest on past due balances is charged at the rate of 1.5% per month.
- Publisher's liability for failure to insert an ad is limited to a refund of the amount paid for the ad.
- Publisher is not bound by any conditions, oral or written, which conflict with rate card.
- 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.
- Ads including a coupon require prior approval and may require an additional charge.
- We do our best to match colors to provided proofs. Unfortunately, color differences may occur due to variations in printing processes and paper qualities.

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