

2018 ADVERTISING RATES



Frequency Discount	15%	10%	
Color	6x	3x	1x
2 pg spread	\$3793	\$4016	\$4462
Full page	\$2231	\$2363	\$2625
2/3 page	\$1785	\$1890	\$2100
1/2 page	\$1450	\$1535	\$1706
1/3 page	\$1003	\$1062	\$1180
1/4 page	\$ 808	\$ 855	\$ 950
1/6 page	\$ 557	\$ 590	\$ 655

Black & White	6x	3x	1x
1/2 page	\$1088	\$1151	\$1280
1/3 page	\$ 752	\$ 797	\$ 885
1/4 page	\$ 606	\$ 641	\$ 713
1/6 page	\$ 418	\$ 443	\$ 491

Premium Space		
Back Cover		\$3400
Inside Front		\$3200
Inside Back		\$3200

ISSUE	FEATURE	SPACE RESERVATION	MATERIALS DUE
Jan/Feb	TOP ATTORNEYS	12/4/17	12/7/17
Mar/Apr	Women Who Shape Our City	2/3/18	2/9/18
May/June	TOP DENTISTS	4/3/18	4/9/18
Jul/Aug	Faces of the Springs	6/4/18	6/8/18
Sep/Oct	TOP DOCTORS	8/6/18	8/10/18
Nov/Dec	Winter Escapes	10/2/18	10/9/18

design/production fees

full page ad design: \$350

2/3 or 1/2 page ad design: \$250

1/3 or 1/6 page ad design: \$175

stock images: \$25 each.

custom photography: \$75 per hour, (2 hour minimum on location).

revisions, updates & photo manipulation: \$65 per hour.

print-ready copies of file: \$25 per ad, per instance copied to CD or e-mailed.

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