

Color

Color rates are determined by ad size.

	PROCESS	SPOT
Full, 2/3 pages	\$365.00	\$175.00
1/2, 1/3, 1/4 pages	219.00	105.00
1/6 page or smaller	109.50	52.50

Classified advertising

Display: \$42 per inch (2-inch minimum)
Column width is 1.5 inches

Line: \$28.75 per liner (5-line minimum)
\$5.75 per additional line. (Approximately
20-25 characters per line).

Advertising policies

We are an electronic publishing environment. All ads must be submitted as pdfs.

Cancellations: Ads cancelled after deadline will be billed at 50%.

Commission: A standard 15% commission is paid to recognized advertising agencies on the open (1x) rate only.

Payment terms: Net 30.

Retail advertising

Rates are per ad insertion and must run within a 12-month period.

	1x	3x	6x	9x	12x
Full page	\$2,230	\$1,995	\$1,805	\$1,695	\$1,575
2/3 page	1,835	1,575	1,440	1,395	1,270
1/2 page	1,305	1,170	1,050	992	915
1/3 page	995	860	795	755	695
1/4 page	685	615	560	521	500
1/6 page	540	485	460	410	390
1/9 page	380	325	300	289	250
1/12 page	310	275	250	236	225
Partnership banner	950	850	750	710	655

GREAT VALUE: Online special guide listings are available for \$95 per year. They include contact information and description as well as graphic (online only) and if submitted prior to deadline will appear in that month's print edition.

Premium position

Includes full color. Reservations required.

	1x	3x	6x	9x	12x
Back cover	\$2,930	\$2,660	\$2,441	\$2,305	\$2,176
Inside cover	2,930	2,660	2,441	2,305	2,176
Page 3 or 5	2,818	2,560	2,351	2,225	2,098
Doubletruck	4,839	4,329	3,917	3,678	3,418
Out & About*	2,818	2,560	2,351	2,225	2,098

EDITORIAL POSITIONS: Ad positions adjacent to monthly columns can be guaranteed at a 10% premium with a commitment of 3 months or more. Ask for available columns and ad sizes. *Full page facing first page of Out & About family calendar.

Advertising deadlines

JANUARY

Tuesday, Dec. 15, 2009

FEBRUARY

Wednesday, Jan. 20, 2010

MARCH

Wednesday, Feb. 17, 2010

APRIL

Wednesday, March 17, 2010

MAY

Wednesday, April 21, 2010

JUNE

Wednesday, May 19, 2010

JULY

Wednesday, June 16, 2010

AUGUST

Wednesday, July 21, 2010

SEPTEMBER

Wednesday, Aug. 18, 2010

OCTOBER

Wednesday, Sept. 15, 2010

NOVEMBER

Wednesday, Oct. 20, 2010

DECEMBER

Tuesday, Nov. 16, 2010

JANUARY 2011

Tuesday, Dec. 21, 2010