

## Advertising Rates 2010

4-color Inside Page	1x	3x	6x	9x	12x
1Page	\$2,970	\$2,525	\$2,376	\$2,228	\$2,079
1/2Page	\$1,782	\$1,515	\$1,426	\$1,337	\$1,247
1/3 Page	\$1,277	\$1,086	\$1,022	\$958	\$894
1/4 Page	\$1,040	\$884	\$832	\$780	\$728

Priemer Front & Back	1x	3x	6x	9x	12x
Front P1-P9	\$4,455	\$3,787	\$3,564	\$3,341	\$3,119
Back P4-P9	\$4,455	\$3,787	\$3,564	\$3,341	\$3,119
Back P3	\$5,940	\$5,049	\$4,752	\$4,455	\$4,158
Front P3	\$7,425	\$6,311	\$5,940	\$5,569	\$5,198

Covers	1x	3x	6x	9x	12x
Front Cover	\$11,880	\$10,098	\$9,504	/	/
Back Cover	\$10,395	\$8,836	\$8,316	\$7,796	\$7,277
Front-Cover-Inside	\$9,890	\$8,407	\$7,912	\$7,418	\$6,923
Back-Cover-Inside	\$8,910	\$7,574	\$7,128	\$6,683	\$6,237

- **Circulation:** 21,004 Rate Base; Total Circulation: 30,000.
- **Preferred Positions:** Add Additional 20% to rates, non-cancelable.
- **Closing Dates:** on or before the 2th of the month proceeding Insertion order.
- **Payment Terms:** 1 month prepayment required prior to credit application approval. Net 30.
- **Other Availabilities:**  
Inserts - Client-supplied, pre-printed, finished. Rates, specifications, and availabilities on request.
- **Sales Contacts:** East Coasts - (888)909-1234; West Coasts - (888)727-6368; National - 1-888-727-8881.  
Website: <http://english.A-R-N.net>; Email: [info@A-R-N.net](mailto:info@A-R-N.net).

## Advertisement Size



Spread  
16 1/2" (W) x 10 3/4" (D)



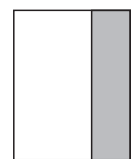
Full Page  
8 1/4" (W) x 10 3/4" (D)



Horizontal  
1/2Page  
7 1/2" (W) x 5" (D)



Vertical  
1/2Page  
5" (W) x 7 1/2" (D)



Vertical  
1/3Page



Front Cover  
7" (W) x 4 3/4" (D)



Vertical  
2/3Page



1/4Page  
3 1/2" (W) x 5" (D)



Back Cover  
8 1/4" (W) x 6 1/2" (D)



Horizontal  
1/3Page

**Page Size & Trim Information:** The trim size is 8 1/4 "x10 3/4 ", perfect bind. Page is 2 columns, each column 3 1/8 " wide, or 3 columns, each column 2 1/8 " wide.

**Printing Process:** web offset. **Digital file type:** .eps .tif .pdf

**Film Output:** Furnish negatives, right reading, emulsion up, one-piece-per-page-per-color. Use 175 lines screen.