



# 2015 RATES

PUBLISHING 4 ISSUES A YEAR

AD SIZE	1 Quarterly Issue		2 Quarterly Issues		4 Quarterly Issues	
	Monthly Billing	Quarterly	Monthly Billing	Quarterly	Monthly Billing	Quarterly
Full Page	<b>795</b>	2385	<b>745</b>	2235	<b>695</b>	2085
1/2 Page	<b>495</b>	1485	<b>445</b>	1335	<b>395</b>	1185
1/4 Page	<b>295</b>	885	<b>245</b>	735	<b>195</b>	585
Directory Ads: Large	-	-	-	-	<b>350</b>	1050
Medium	-	-	-	-	<b>250</b>	750
Small	-	-	-	-	<b>150</b>	450

### PREMIUM POSITION ADS

	Monthly	Quarterly	Monthly	Quarterly	Monthly	Quarterly	INCLUDES:
Front Cover	<b>1995</b>	5985	-	-	-	-	6 interior pgs
Inside Front Left/Right Read	<b>1095</b>	328	<b>1045</b>	3135	<b>995</b>	2985	
Priority Placement (Before Pub Note/TOC)	<b>895</b>	2685	<b>845</b>	2535	<b>795</b>	2385	

### EDITORIAL CONTENT ADS

4 Page Feature	<b>1495</b>	4485	<b>1445</b>	4335	<b>1395</b>	4185
2 Page Spread	<b>1095</b>	3285	<b>1045</b>	3135	<b>995</b>	2985
1 Page Profile	<b>895</b>	2685	<b>845</b>	2535	<b>795</b>	2385

### ART FEES

Full, Large Dir. Ad	300
1/2, Medium Dir. Ad	200
1/4, Small Dir. Ad	100
Other Misc Graphics	60/hr

### AD/COPY DEADLINE DATES

Spring '15 (Apr, May, June)	Mar 20th
Summer '15 (July, Aug, Sept)	June 19th
Fall/Holiday '15 (Oct, Nov, Dec)	Sept 19th
Winter '16 (Jan, Feb, Mar)	Dec 18th

Deadline by 5 pm. Dates subject to change without notice.

### AD SUBMISSION REQUIREMENTS

**ELECTRONIC DATA:** Our magazines are stripped electronically. Our rates are based on "camera ready" ads being submitted on a CD or emailed in EPS, TIF or PDF format at 300 DPI (150-line screen) and art (include proof with colors). Files to be submitted to wes@proadmedia.com in Photoshop, Illustrator, & InDesign programs. Mac or PC format are acceptable. Include PC fonts for InDesign. Convert all other fonts to outlines. Any other form of submission will have to be recreated and will be invoiced at rates quoted.

### AD DIMENSIONS

Full w/o bleed -	4.675 (w) x 7.525 (h)
1/2 page -	4.675 (w) x 3.75 (h)
1/4 page -	2.220 (w) x 3.75 (h)
Large Dir. Ad -	4.425 (w) x 4.4907 (h)
Medium Dir. Ad -	4.425 (w) x 2.9802 (h)
Small Dir. Ad -	4.425 (w) x 1.5083 (h)

### FULL PAGE BLEED AD DIMENSIONS

Cut Size - 5.375 (w) x 8.375 (h)

Add 1/4" Bleed on all sides to Cut Size.

To avoid typed copy from being cut off, keep type within 1/4" of Cut Size.

