



2012/2013 RATE CARD ❖ SINGLE ISSUE

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

PRICES EFFECTIVE NOVEMBER 11, 2011

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
2-COLOR	Ninth Page	1,099
	Twelfth Page	979
	Full Page	\$2,349
	Two-Thirds Page	1,999
	Half Page	1,699
	Third Page	1,299
BLACK & WHITE	Quarter Page	1,079
	Sixth Page	799
	Ninth Page	729
	Twelfth Page	549
	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.

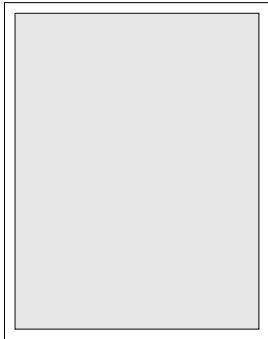
ISSUE & CLOSING DATES

Issue	Space Closing	Materials Due
Feb/March/April	1/13/12	1/20/12
12th ed. Reunions Workbook	1/16/12	1/23/12
May/June/July	4/13/12	4/20/12
Aug/Sept/Oct	7/13/12	7/20/12
Nov/Dec/Jan 2013	10/13/12	10/20/12

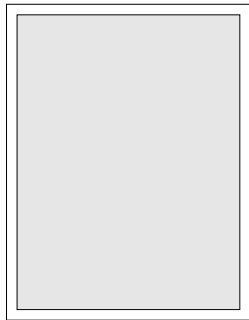
Written confirmation for all ads is required.

GENERAL CONDITIONS

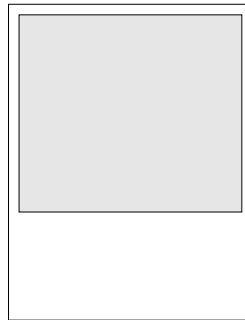
- All advertising is subject to publisher's approval.
- Positioning instructions on insertion orders shall be treated as requests, not as binding on the publisher.
- Production charges will be billed at cost and are non-commissionable.
- No cancellations accepted after space closing date.
- Terms net 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.



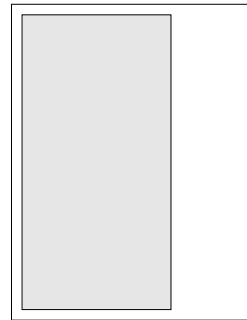
FULL PAGE W/BLEED
8.75"W x 11.25"H
(trims to 8.5"W x 11"H)



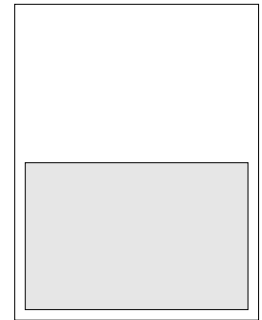
FULL PAGE
7.5"W x 10"H



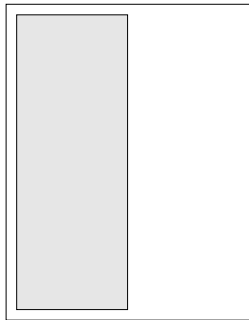
TWO THIRDS PAGE
Horizontal
7.5"W x 6.625"H



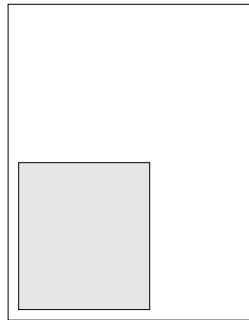
TWO THIRDS PAGE
Vertical
5"W x 10"H



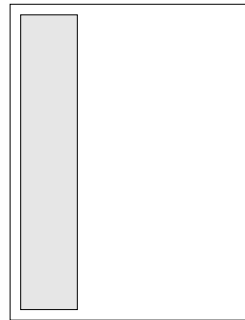
HALF PAGE
Horizontal
7.5"W x 4.75"H



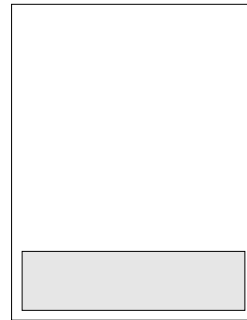
HALF PAGE
Vertical
3.5"W x 10"H



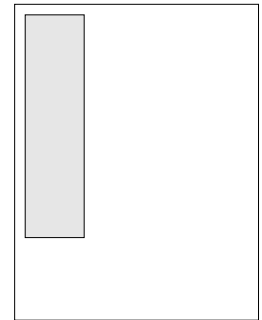
THIRD PAGE
Horizontal
5"W x 4.875"H



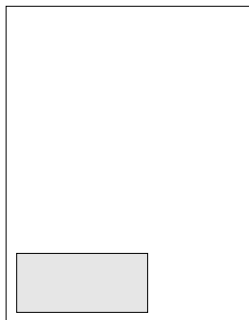
THIRD PAGE
Vertical
2.375"W x 10"H



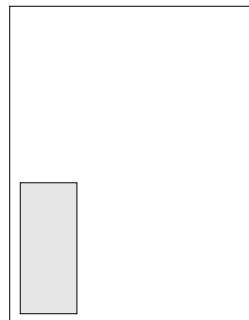
QUARTER PAGE
Horizontal
7.5"W x 2.375"H



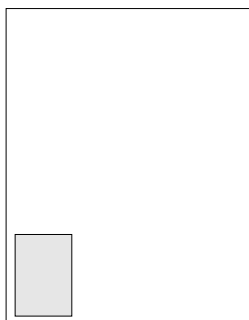
QUARTER PAGE
Vertical
2.375"W x 7.5"H



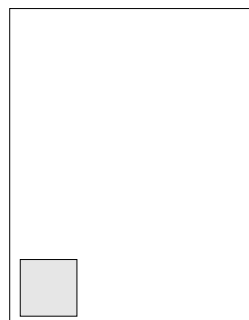
SIXTH PAGE
Horizontal
5"W x 2.375"H



SIXTH PAGE
Vertical
2.375"W x 4.875"H



NINTH PAGE
Vertical Only
2.375"W x 3.25"H



TWELFTH PAGE
Square
2.375"W x 2.375"H

FILE FORMATS & REQUIREMENTS:

- CD Rom
- ftp
- Hard copy (for color ads, color proof preferred)
- Disk with file, support files, and directory

SOFTWARE:

- Adobe Illustrator CS4 or earlier
- Adobe Photoshop CS4 or earlier
- Adobe Acrobat 9.0 or earlier high-resolution 300 dpi pdf file
- Quark XPress 8.5 or earlier

Mechanical Specifications

1. Prints offset
2. Saddle stitched
3. Live area 8.25" x 10.75"
4. Trim size 8.5" x 11"
5. Bleeds for all ads other than full page –
5/8" all sides on all other ad;
1/8" all sides on full page ads only.

For sales information call 414-263-4567

For art direction and technical information call Jennifer Rueth
414-962-7920 or fax 414-962-7918