

2016 AD RATES

Month	1x	3x	6x	12x
Full Page	\$1955.00	\$1685.00	\$1425.00	\$1175.00
JR Page 2/3 page	\$1615.00	\$1355.00	\$1100.00	\$860.00
1/2 Page (V/H)	\$1060.00	\$915.00	\$775.00	\$640.00
2/3 V	\$1390.00	\$1180.00	\$995.00	\$825.00
Island	\$855.00	\$800.00	\$750.00	\$705.00
1/3 Page (v/h)	\$775.00	\$650.00	\$530.00	\$415.00
1/4 Page	\$620.00	\$545.00	\$475.00	\$410.00
1/8 Page	\$385.00	\$315.00	\$250.00	\$200.00
Premium Positions	Inside Front (+40%), Inside Back (+30%), Back Cover (+50%), Specific page placement (+15%)			

EDITORIAL SCHEDULE

Month	Editorial/Art Deadline	Ad Space Closing	To Printer	Distributed
January	November 9	November 16	November 28	December 16
February	December 7	December 14	December 26	January 11
March	January 8	January 15	January 25	February 11
April	February 9	February 16	February 26	March 12
May	March 8	March 16	March 26	April 9
June	April 8	April 15	April 25	May 9
July	May 9	May 16	May 26	June 9
August	June 9	June 16	June 26	July 10
September	July 8	July 15	July 25	August 8
October	August 9	August 16	August 26	September 9
November	September 9	September 16	September 26	October 10
December	October 7	October 14	October 24	November 7