



Ad Material Requirements

- Ads must be supplied in a suitable electronic form.
- Proof prints must be supplied with ads.
- Color proof required for color ads.
- Digital files may be sent in by disk or with special permission, email.
- Macintosh or PC compatible files are acceptable.
- All digital image files must be supplied at 300 dpi at actual size in EPS, TIFF or PDF formats (with fonts embedded).
- Programs supported are QuarkXPress, Adobe Photoshop, Adobe Illustrator and Adobe InDesign.

Online Banner Ad Rates

Ad Unit	Average Monthly Impressions	Monthly Rates
728x90 Leaderboard	19,500*	\$1,270
468x60 Full Banner	19,500*	1,075
120x600 Skyscraper	19,500*	880
300x250 Medium Rectangle	19,500*	1,075

*Average monthly impressions based on historical data from January 01- June 30, 2009; Numbers are rounded down to the nearest 500; Actual impression levels may be higher or lower with no effect on sponsorship cost.

Print Rates

	1x	4x	7x	12x
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Black & White

Full	\$3,425	\$3,085	\$2,785	\$2,515
2/3	2,740	2,470	2,460	2,240
1/2	2,270	2,040	1,840	1,615
1/3	1,965	1,795	1,635	1,510
1/4	1,465	1,355	1,240	1,145

Two Color (*Black plus one color)

Full	\$3,665	\$3,325	\$3,025	\$2,755
2/3	2,980	2,710	2,460	2,240
1/2	2,510	2,280	2,080	1,900
1/3	1,965	1,795	1,635	1,510
1/4	1,465	1,355	1,240	1,145

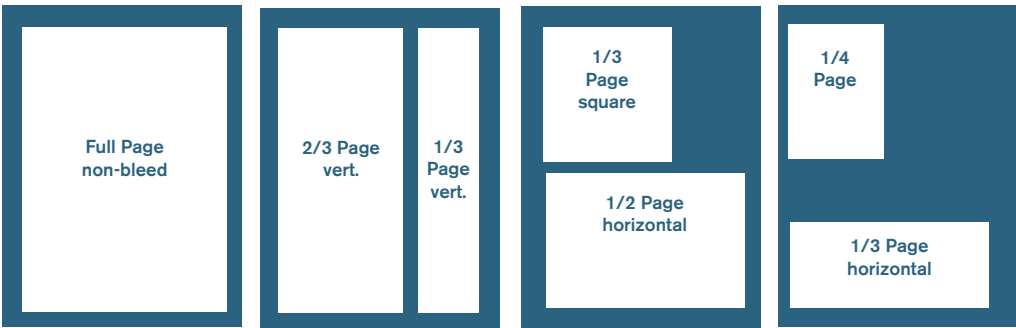
Four Color

Full	\$3,975	\$3,635	\$3,335	\$3,065
2/3	3,290	3,020	2,770	2,550
1/2	2,820	2,590	2,390	2,210
1/3	2,275	2,105	1,945	1,820
1/4	1,775	1,665	1,550	1,455

Premium Positions / Additional Cost

Inside Front Cover	15%	Second Spread or Center Spread	10%
Page 1	15%	Inside Back Cover	15%
Page 2 through 9	10%	Outside Back Cover	20%

Ad Layouts & Sizes



Ad Sizes Inches

Trim size	8 1/8 w	X	10 7/8 h
Page bleed	8 3/8 w	X	11 1/8 h
Page non-bleed	7 w	X	10 h
2/3 page vertical	4 1/2 w	X	10 h
1/2 page horiz.	7 w	X	4 7/8 h
1/3 page square	4 1/2 w	X	4 7/8 h
1/3 page vertical	2 1/8 w	X	10 h
1/3 page horiz.	7 w	X	3 3/8 h
1/4 page	3 3/8 w	X	4 7/8 h