

PUBLISHED ADVERTISING RATES

Updated as of January 1, 2022

The rates below are based on an approximate monthly circulation of 12,000 units.

Display Ads		CPM	\$141.67	\$141.67	\$133.33	\$116.67	\$100.00
AD SIZE	CPM	1x	3x	6x	12x	24x	36x
Full Page	\$ 150	\$ 1,800	\$ 1,700	\$ 1,700	\$ 1,600	\$ 1,400	\$ 1,200
Spread	\$ 240	\$ 2,880	\$ 2,780	\$ 2,680	\$ 2,580	\$ 2,180	\$ 1,880
2/3 Page	\$ 99	\$ 1,188	\$ 1,188	\$ 1,088	\$ 1,088	\$ 888	\$ 788
Half - Island	\$ 75	\$ 900	\$ 900	\$ 800	\$ 800	\$ 700	\$ 600
Half - H or V	\$ 75	\$ 900	\$ 900	\$ 800	\$ 800	\$ 700	\$ 600
Third	\$ 50	\$ 594	\$ 594	\$ 594	\$ 494	\$ 494	\$ 394
Quarter	\$ 38	\$ 450	\$ 450	\$ 450	\$ 350	\$ 350	\$ 250
Sixth	\$ 25	\$ 300	\$ 300	\$ 300	\$ 300	\$ 200	\$ 200
Total Ad Spend			\$ 5,100	\$ 10,200	\$ 19,200	\$ 33,600	\$ 43,200

Special Positions

COVERS	CPM	1x	3x	6x	12x	24x	36x
Inside Back	\$ 160	\$ 1,920	\$ 1,820	\$ 1,820	\$ 1,720	\$ 1,420	\$ 1,220
Page One	\$ 165	\$ 1,980	\$ 1,880	\$ 1,880	\$ 1,780	\$ 1,480	\$ 1,280
Inside Front	\$ 170	\$ 2,040	\$ 1,940	\$ 1,940	\$ 1,840	\$ 1,540	\$ 1,340
Back Cover	\$ 180	\$ 2,160	\$ 2,060	\$ 2,060	\$ 1,860	\$ 1,660	\$ 1,360

Marketplace

DESCRIPTION	SIZE	RATE
(A) Half Horizontal	7" w by 4.875" h	\$ 750
(B) Standard Quarter	3.375" w by 4.875" h	\$ 500
(C) Medium Box	3.375" w by 3.375" h	\$ 375
(D) Business Card	3.375" w by 2.25" h	\$ 275
(E) Small Box	2.25" w by 2.25" h	\$ 175

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