

2010 Chips-n-Ricochets

ADVERTISING RATES AND POLICIES



Rates are discounted for advertisers who commit to running in 4 consecutive issues. New or changed ad copy must be submitted 3 weeks prior to publication without proof and 5 weeks prior with proof.

All ad copy is subject to publisher approval for appropriate content. Payment must be submitted with ad copy.

Publication Size: 8 1/2" x 11" Format: 2 Column Color: Black & White, Halftones

Ad Size	Actual Ad Dimensions	4 Issue Rate	Single Issue Rate
Inside Back Full Page	7.0" x 9.75"	\$1500.00	\$ 485.00 each issue
Other Full Page	7.0" x 9.75"	\$1200.00	\$ 390.00 each issue
Half Page - Horizontal	7.0" x 4.75"	\$ 650.00	\$ 215.00 each issue
Half Page - Vertical	3.50" x 9.75"	\$ 650.00	\$ 215.00 each issue
1/4 Page	3.5" x 4.75"	\$ 350.00	\$ 115.00 each issue
1/8 Page	3.5" x 2.38"	\$ 175.00	\$ 60.00 each issue
Business Card	3.5" x 2.0"	\$ 100.00	\$ 35.00 each issue
Classified Ads	4 Lines Maximum	\$ 60.00	\$ 20.00 each issue
Full Page Inserts (2 sided)	7.0" x 9.75"	\$1500.00	\$ 485.00 each issue

Publication Dates

January 1
April 1
July 1
October 1

Circulation

Current circulation is 3400. Circulation is subject to change based on fluctuating membership enrollments.

Rate Changes

Rates may change based on current circulation but will not affect advertising submitted with payment prior to the rate change.



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