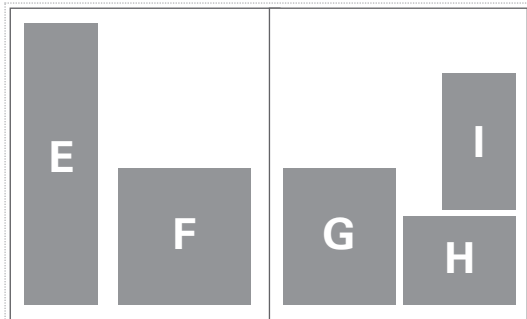


**A:** Publication size (trim size)..... 9.00" x 10.875"  
 Bleed size ..... 9.25" x 11.125"  
**B:** 2-page Spread ..... 18.00" x 10.875"



**C:** 2/3 page (vertical)      5.278" x 9.778"  
**D:** 1/2 page (horizontal)      8.000" x 4.736"



**E:** 1/3 page (vertical)      2.556" x 9.778"  
**F:** 1/3 page (square)      4.597" x 4.736"  
**G:** 1/4 page (vertical)      3.917" x 4.736"  
**H:** 1/6 page (horizontal)      3.917" x 3.056"  
**I:** 1/6 page (vertical)      2.556" x 4.736"

Keep live matter 1/2-inch from trim.  
 Screen: 150 screen recommended; 120 accepted. No mats.  
 Printing: Web offset.  
 Binding: Perfect bound.

COVERS	1x	3x	6x	12x
C 4	\$8,925	8,484	8,038	7,586
C 2,3	\$7,722	7,391	6,987	6,567

COLOR	1x	3x	6x	12x
Full Page	\$7,260	6,898	6,536	6,173
2/3 Page	\$5,442	5,180	4,902	4,633
1/2 Page-H	\$4,361	4,140	3,996	3,709
1/3 Page	\$3,274	3,105	2,948	2,779
1/4 Page	\$2,543	2,418	2,290	2,164
1/6 Page	\$1,813	1,728	1,640	1,545

B&W	1x	3x	6x	12x
Full Page	\$5,085	4,833	4,581	4,323
2/3 Page	\$3,815	3,626	3,436	3,242
1/2 Page-H	\$3,057	2,905	2,748	2,595
1/3 Page	\$2,290	2,180	2,065	1,950
1/4 Page	\$1,781	1,692	1,608	1,518
1/6 Page	\$1,271	1,209	1,146	1,083

## FlyMart

Mechanical requirements and advertising rates

Size	Dimensions	BW	4C (1x-5x)	4C (6x-12x)
1"	2.5" x 1"	\$180	\$500	\$400
2"	2.5" x 2"	\$360	\$1,000	\$900
3"	2.5" x 3"	\$540	\$1,500	\$1,400

