

Rates, Production Schedule, and Dimensions 2020-2021

Production Schedule	Aug_20	Sept_20	Oct_20	Nov_20	Dec_20	Jan_21	Feb_21	March_21	April_21	May_21	June_21
Ad Reservation Deadline (Fri)			4-Sep	2-Oct	6-Nov	4-Dec	1-Jan	5-Feb	5-Mar	2-Apr	30-Apr
Ad Art Deadline (Mon)			14-Sep	12-Oct	16-Nov	14-Dec	11-Jan	15-Feb	15-Mar	12-Apr	10-May
Delivery (approximate)			29-Sep	26-Oct	1-Dec	30-Dec	27-Jan	1-Mar	29-Mar	28-Apr	26-May

Advertising Dimensions	1/8 page	1/4 page	1/2 page	Full page
1 column= 1.87	N/A	N/A	N/A	N/A
2 column = 3.91"	3.91" x 4.38"	5.94" x 8.75"	N/A	N/A
3 column = 5.94"	5.94" x 2.92"	5.94" x 5.83"	N/A	N/A
4 col= 7.97"	7.97" x 2.53"	7.97" x 4.38"	N/A	N/A
5 column = 10"	N/A	N/A	10" x 7"	10" x 14"

Advertising Rates	1x	3x	6x	11x	Add Color
1/8 page	\$155.00	\$144.00	\$139.00	\$129.00	\$60.00
1/4 page	\$268.00	\$252.00	\$242.00	\$232.00	\$70.00
1/2 page	\$438.00	\$417.00	\$402.00	\$386.00	\$80.00
Full	\$726.00	\$685.00	\$659.00	\$639.00	\$90.00

PDF is our preferred file format; .jpg files are also accepted.

Grayscale and four-color scans are required to be 300 dpi.

PDFs should be the job size without any access white space, crop marks, or page information.

All 4 colors must be in CMYK format. Ensure all colors are prepared for process-color (CMYK) separations.

Be sure to check all text, logos, scans, and photos. Make sure your black is 100%K, not a CMYK mix.

BW ads should not have any color elements. Photos need to be greyscale.

4 color ads are CMYK. Convert all PMS colors and RGB color to CMYK. All black text should be only be on the black plate.

The smallest type used should not be smaller than 6 pt. black.