

Magazine Advertising Rates

Rates for Four-Color Ads

Size	1x	4x	8x
2-page spread	\$15,430	\$14,504	\$13,580
Full page	\$8,349	\$7,849	\$7,347
2/3 page	\$7,204	\$6,771	\$6,339
1/2 page	\$6,509	\$6,118	\$5,728
1/3 page	\$5,082	\$4,777	\$4,472

Rates for Prime Locations

Size	1x	4x	8x
Center spread	\$16,444	\$15,457	\$14,470
Cover 4	\$10,126	\$9,518	\$8,912
Cover 3	\$9,378	\$8,816	\$8,253
Cover 2, page 1	\$9,670	\$9,090	\$8,510

Rates for Black & White Ads

Size	1x	4x	8x
2-page spread	\$13,627	\$12,810	\$11,992
Full page	\$6,546	\$6,153	\$5,760
2/3 page	\$5,400	\$5,086	\$4,752
1/2 page	\$4,705	\$4,423	\$4,141
1/3 page	\$3,491	\$3,281	\$3,081

All rates listed are gross.

NOTES

- Rates for other premiums—add 10% to earned rates.
- Cover placement is noncancelable.
- First-time advertisers are required to pay in advance to establish credit.
- Some production costs, such as binding and trimming, are included.

* **Call Sales Representatives for prices on inserts and business reply cards.**

For Queries or to Send Insertion Order and Art, Contact

Jason Morrison

E-mail: jason@capitolmediasolutions.com
 Phone: 703-348-3918 (Alexandria Office)
 and 404-347-4128 (Atlanta Office)

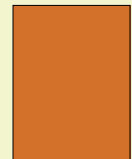
JT Hroncich

E-mail: jt@capitolmediasolutions.com
 Phone: 703-348-3917 (Alexandria Office)
 and 404-347-4170 (Atlanta Office)

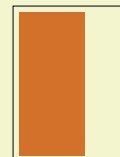
Ad Sizes and Mechanical Requirements



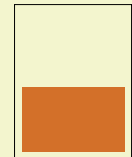
2-Page Spread (full bleed)
 Mechanical Requirements:
 16 3/4" x 11 1/8" (This allows
 1/8" trim on all sides.)
 Trim Size:
 16 1/2" x 10 7/8"



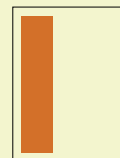
Covers and Full Page (bleed)
 Bleed Size:
 8 3/8" x 11 1/8" (Includes 1/8"
 bleed all sides except gutter.)
 Publication Trim Size:
 8 1/4" x 10 7/8"
 Live Area: 7 3/16" x 9 7/8"



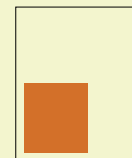
2/3 Page Vertical
 Mechanical Requirements:
 4 11/16" x 9 7/8"



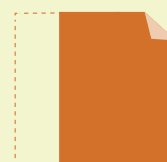
1/2 Page Horizontal
 Mechanical Requirements:
 7 3/16" x 4 3/4"



1/3 Page Vertical
 Mechanical Requirements:
 2 1/4" x 9 7/8"



1/3 Page Square
 Mechanical Requirements:
 4 11/16" x 4 3/4"



2-Page Advertiser-Supplied Insert *
 Mechanical Requirements:
 11 7/8" x 11 1/8"
 Allows for 3 1/2" flap without
 printing, for binding into journal,
 and 1/8" trim on all sides except flap.

Please note for all full page ads:

Publication Trim Size:
 8 1/4" x 10 7/8"
 Live Area:
 7 3/16" x 9 7/8"

Please keep all important graphics and text within the live area. All full page ads bleed. If you wish to submit a nonbleed ad, please allow a border of at least 1/4" of white space.