

## PRINT Rates\*

Display Rates*	1x	6x	12x
2-Page Spread	\$5,600	\$5,264	\$4,760
Full Page	\$3,282	\$3,085	\$2,790
2/3 Page Vertical	\$2,635	\$2,477	\$2,240
1/2 Page Island	\$2,390	\$2,170	\$1,990
1/2 Page Horizontal/Vertical	\$2,176	\$2,040	\$1,850
1/3 Page Horizontal/Vertical/Square	\$1,675	\$1,555	\$1,410
1/4 Page Square	\$830	\$800	\$700

Custom Advertising	1x
2-Page Spread Editorial Series	\$3,105 net
Full-Page Advertorial	\$2,295 net
Belly Bands	\$5,900
Tip-On Covers	\$5,900
Inserts, Outserts and Business-reply Cards	Call for Pricing

Holiday Gift Guide Section	2x
Product Entry	\$250/mo.
<i>Print: Oct. &amp; Nov. issues. Digital edition online: Oct. 1 through Dec. 31. Discounts for multiple product entries.</i>	

Marketplace	1x	6x	12x
<i>Includes FREE online posting</i>			
1/6 Page Horizontal/Vertical	\$525	\$475	\$425
1/12 Page Square	\$325	\$275	\$225
Text Only	\$3.00/word - Minimum \$75		
Text - Centered copy, color block, italicized words or <b>bold</b> words			\$25
Text with logo			\$45

Movers + Shakers Classified - Print and E-blast	6x	12x
1/6 Page Horiz/Vert + 546 x 248 eblast	\$540	\$490
1/12 Page Square + 546 x 248 eblast	\$340	\$290

Schools & Training	1x	6x	12x
1/2 Page Horizontal	\$1,595	\$1,395	\$1,195
1/4 Page Square	\$595	\$555	\$505
1/9 Page Horizontal (65 word max)	\$190	\$175	\$150
Text with Logo	\$4.20/word - Minimum \$75		

Upload ads directly to  
**MESSAGEmag.com/uploads**

**TWO-PAGE SPREAD:**

Bleed: 16.50" x 11.125"

Trim: 16.25" x 10.875"

Live: 16.00" x 10.625"

\*allow 3/8" each side gutter for readability

Bleeds off page

Live area

**FULL PAGE**

Bleed: 8.375" x 11.125"

Trim: 8.125" x 10.875"

Live: 7.875" x 10.625"

Full page: 7.375" x 10" (nonbleed)

2/3 page V  
4.5" x 10"

1/2 page (island)  
4.5" x 7.45"

1/2 page H  
7.125" x 4.9"

1/2 page V  
3.4" x 10"

1/3 page (square)  
4.5" x 4.9"

1/3 page V  
2.2" x 10"

1/3 page H  
7.125" x 3.25"

1/4 page  
3.4" x 4.9"

1/4 page H  
7.125" x 2.25"

**CLASSIFIED**

1/12 page  
2.25" x 2.375"

1/6 page V  
2.25" x 4.75"

1/6 page H  
4.625" x 2.375"

**SCHOOLS & TRAINING**

1/9 page  
3.6" x 1.86"

1/4 page  
3.6" x 4"

1/2 page  
7.2" x 4"

## \* Special Notes

- Ads run with a signed contract only.
- Frequency discounts are based on rate-card frequency commitment and apply only to contracted insertions.
- Cancellations or changes must be received in writing prior to the published ad closing date.
- Cancellations or changes for covers and special inserts must be received in writing 30 days prior to close date.
- Short rate will be applied and reflected in final invoice.
- Inserts, business-reply cards and special promotions are estimated upon request.
- New accounts: First ad must be prepaid by credit card prior to ad space reservation date. Invoicing to begin upon approval of credit application.
- Production charges will be incurred for modifications to electronic files to format them to specifications, at the rate of \$90/hour.
- MESSAGE Magazine will supply a hard-copy proof of your ad for a charge of \$125. Electronic proofs are free of charge.



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<p><b>Splash Page</b> 640 x 480 pixels</p>	<p><b>Sliding Billboard</b> OPEN 890 x 340 pixels CLOSED 890 x 25</p>
<p><b>Article Ad Box</b> 336 x 280 pixels</p> <p><b>Skyscraper</b> Top &amp; Bottom 160 x 600 pixels</p>	<p><b>Tabbie</b> 640 x 480 pixels</p>
<p><b>Leaderboard</b> 728 x 90 pixels</p> <p><b>Button or Box</b> 160 x 160 pixels</p>	<p><b>E-NEWSLETTER</b></p> <p><b>Horizontal</b> 728 x 90 pixels</p> <p><b>Vertical</b> 160 x 600 pixels</p> <p><b>Box Banner</b> 160 x 160 pixels</p>

- All banners 72 dpi
- To submit online banners, contact your account manager.

## ONLINE Rates

### Web Banners

Splash Page	\$350/week or \$1,200/mo.
Welcome Screen Banner	
Tabbie Banner	\$695/mo.
Sliding Billboard	\$695/mo.
Leaderboard Horizontal Banner	\$600/mo.
Article Ad Box within Editorial	\$525/mo.
Skyscraper Top Vertical Banner	\$500/mo.
Skyscraper Lower Vertical Banner	\$400/mo.
Box Banner	\$325/mo.

### E-mail Blasts

Up to 120,000 addresses	Call for pricing
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### Resource Centers

*3 consecutive month minimum*

Exclusive Topic Sponsorship	\$1,450/mo.
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### E-newsletter Banner Sponsorships

*3 different e-newsletters per month: News, Products, News Update*

Top Level (Horizontal or Vertical)	\$425/eletter
Mid Level (Horizontal)	\$325/eletter
Bottom Level (Horizontal)	\$225/eletter
Box Banner	\$195/eletter

### Schools & Training (Online Only)

Online Education Locator Premium Listing	\$225/mo.
Online Enhanced Education Listing <i>Includes logo and clickable link</i>	\$50/mo.

