## **MASSAGE** Magazine

# PRINT Rates\*

Display Rates*	1x	бх	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 Product Entry** \$250/mo.

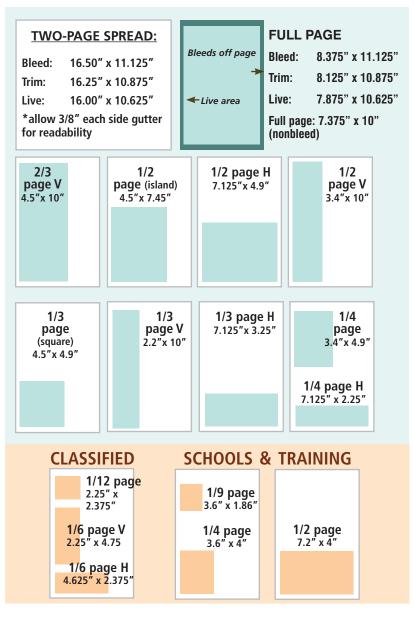
Print: Oct. & Nov. issues. Digital edition online: Oct. 1 through Dec. 31. Discounts for multiple product entries.

Marketplace	1x	6х	12x
Includes FREE online posting			
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	6х	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/wo	\$4.20/word - Minimum \$75		

### Upload ads directly to MASSAGEmag.com/uploads



### \* 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.
- MASSAGE 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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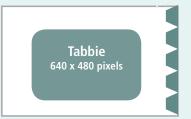
## **ADVERTISING RATES**

### Upload ads directly to MASSAGEmag.com/uploads

Splash Page 640 x 480 pixels

**Sliding Billboard** OPEN 890 x 340 pixels CLOSED 890 x 25

**Article Ad Box** 336 x 280 pixels Skyscraper Top & Bottom 160 x 600 pixels



Leaderboard 728 x 90 pixels

> **Button or Box** 160 x 160 pixels

#### **E-NEWSLETTER**

**Horizontal** 728 x 90 pixels

Vertical 160 x 600 pixels

**Box Banner** 160 x 160 pixels

- · 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

#### **Resource Centers**

3 consecutive month minimum

**Exclusive Topic Sponsorship** \$1,450/mo.

#### **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. \$50/mo.

