

RATE CARD

DISPLAY ADS

BW Rates	1x	3x	6x	12x
Full Page	2950	2840	2730	2510
2/3 Page	2370	2280	2170	2000
1/2 Page Island	1975	1895	1845	1665
1/2 Page	1770	1710	1680	1500
1/3 Page	1330	1290	1230	1130
1/4 Page	1040	1010	945	880
1/6 Page	735	700	680	640

COVERS: 4 COLOR PROCESS ONLY

Rates	1x	3x	6x	12x
Cover 2	5390	5080	4800	4490
Cover 3	4660	4400	4150	3890
Cover 4	5950	5650	5390	5140

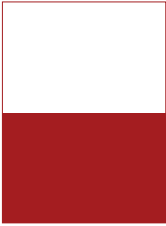
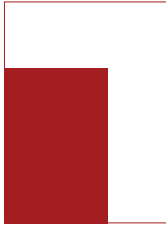

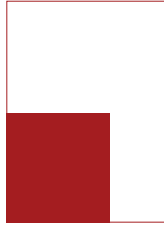
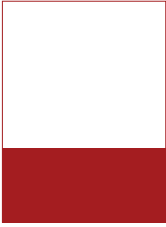



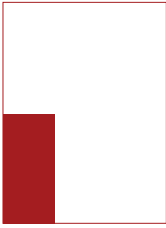

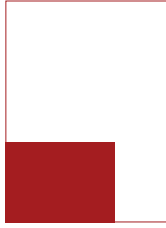
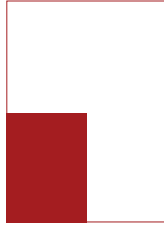
COLOR RATES

4 Color Process Per Page	1030
Full Bleed	70

INSERTS CALL FOR QUOTES

Direct Response Card
Tip-In

AD SPECIFICATIONS*:

<p>1/2 Horizontal</p>  <p>7.125" x 4.75"</p>	<p>1/2 Island</p>  <p>4.5" x 6.75"</p>	<p>1/2 Vertical</p>  <p>3.5" x 9.625"</p>	<p>1/3 Block</p>  <p>4.5" x 4.75"</p>
<p>1/3 Horizontal</p>  <p>7.125" x 3.25"</p>	<p>1/3 Vertical</p>  <p>2.25" x 9.625"</p>	<p>2/3 Horizontal</p>  <p>7.125" x 6.75"</p>	<p>2/3 Vertical</p>  <p>4.5" x 9.625"</p>
<p>1/6 Vertical</p>  <p>2.25" x 4.75"</p>	<p>1/6 Horizontal</p>  <p>4.75" x 2.25"</p>	<p>1/4 Horizontal</p>  <p>4.75" x 3.5"</p>	<p>1/4 Vertical</p>  <p>3.5" x 4.75"</p>

Full Page with Bleed



8.375" x 11.125"

Important Full Page Specifications:

Live Area
7.125" x 9.625"

Trim Size
8.125" x 10.875"

Bleed
.125" on all sides

** Illustrations are for visual example. They are drawn to scale, but are not actual size.*

CLASSIFIED ADS: TOWMAN'S MARKET

Rates	
1"	\$125
2"	\$225
3"	\$325

- Classified ads must be prepaid
- Space reservation is due by the first of the preceeding month
- All classified rates are net

NOT ACTUAL SIZE

1" Classified Ad
2.25"W x 1"H

2" Classified Ad
2.25"W x 2"H

3" Classified Ad
2.25"W x 3"H

PRODUCTION DETAILS:

Printed Web Offset
Cover 80 lb.
Inside 40 lb.
Perfect Bound

Reproduction Requirements

DPI: 300 minimum
PDF: Hi-Res CMYK with font embedded
FTP: Call for instructions and permission

For Additional Production Information:

Gina Johnson, Page Layout Artist
800-732-3869 ext. 215
gjohnson@towman.com