

Live | Play | AAA Advertising Rates

Rate Card 17

Rates effective with the January/February 2018 Issue

All rates are gross

ISSUE DATES: **ALL ISSUES**

FOUR COLOR

Circulation (Each Issue)	122,000
Full Page	\$4,961
2/3 Page	3,473
1/2 Page	2,977
1/3 Page	1,984
1/6 Page	992

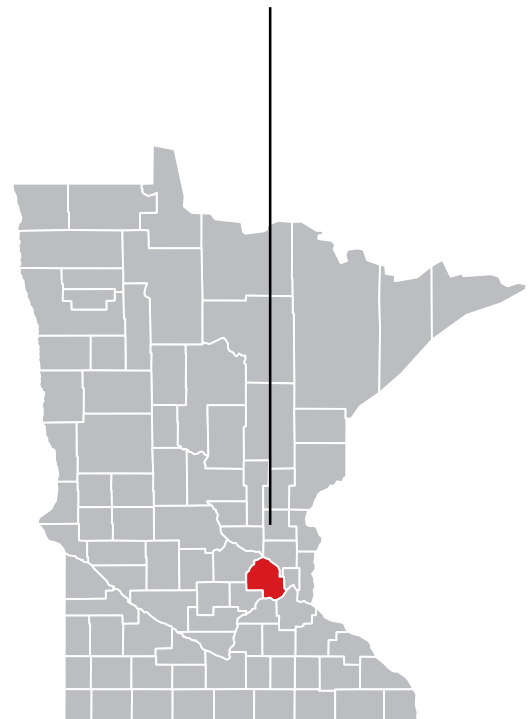
Premium Positions

Inside Front	\$5,706
Opposite Table of Contents	5,430
Inside Back	5,430
Back Cover	5,991

Spreads

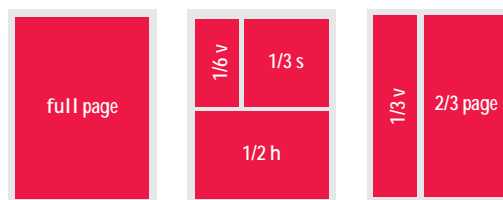
Two-Page	\$9,526
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Available upon request: Reprints, Inserts, Business Reply Cards, Gatefolds, Cover Wraps and Polybag



Live | Play | AAA Specs and Material Closings

Ad Sizes	Live Area (WxH)	Trim Size (WxH)	Bleed (WxH)
2 Page Spread	15" x 9.625"	15.75" x 10.5"	16" x 10.75"
Full Page	7" x 9.625"	7.875" x 10.5"	8.125" x 10.75"
2/3 Page with Bleed	4.375" x 9.625"	5.125" x 10.5"	5.375" x 10.75"
2/3 Page without Bleed	4.625" x 9.625"		
1/2 Horizontal	7" x 4.75"	7.875" x 5.25"	8.125" x 5.5"
1/3 Square	4.625" x 4.75"		
1/3 Vertical	2.25" x 9.625"		
1/6 Vertical	2.25" x 4.75"		



January/February

Reserve Space By Oct. 27, 2017
Materials Due By Nov. 3, 2017
In home Jan. 2, 2018

March/April

Reserve Space By Dec. 22, 2017
Materials Due By Jan. 5, 2018
In home March 1, 2018

May/June

Reserve Space By Feb. 27, 2018
Materials Due By March 6, 2018
In home May 1, 2018

July/August

Reserve Space By April 27, 2018
Materials Due By May 4, 2018
In home July 2, 2018

September/October

Reserve Space By June 28, 2018
Materials Due By July 6, 2018
In home Sept. 4, 2018

November/December

Reserve Space By Aug. 29, 2018
Materials Due By Sept. 6, 2018
In home Nov. 1, 2018

AD POLICIES

Cancellation

Cancellations will not be accepted by the publisher after the closing date. Cancellation must be in writing.

Commissions/Credit

Agency Commission: 15 percent Net in 30 days. First-time advertisers required to pay in advance. Publisher reserves the right to hold advertiser and/or advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

Reader Service

Available to all advertisers. Insertions received after closing date may not receive a listing.

Inserts

Rates quoted on request.

Advertising Acceptance

The publisher reserves the right to accept or decline any advertising. The advertiser assumes liability for all advertising content (including text, representations and illustrations of advertising printed) and also assumes responsibility for any claims arising thereof made against the publisher. Any advertisement that simulates editorial content will be labeled as advertisements. When a change in copy is not received by the material due date, copy run in the previous issue will be inserted. Late fees may be assessed for copy received after the due date. Publication of an advertisement demonstrates acceptance by the publisher. Prior to publication, there is no obligation or liability upon the publisher. No credit for positioning unless agreed to in writing.

AD SPECIFICATIONS

Mechanicals

Printing Process: Web Offset
Trim Size: 7.875" x 10.5"
Binding: Saddle-stitched (jogged to the head)

Supported Software

- PDF files must be version 1.3 (PDF/X-1a)
- QuarkXpress
- Adobe Creative Cloud

Fonts

- Always use real typeface. Do not use application to apply styles (i.e., bold, italic, outline, shadow, underline)
- Black type should be 100% black

File Requirements

- High resolution of 300 dpi
- LPI is 150
- Maximum ink density is 280%
- Four color process, CMYK

DELIVERY OPTIONS

Email Delivery

Email to: ads@haMediaGroup.com

Upload Instructions

<http://ads.haMediaGroup.com>

*Advertising specifications
can also be found at
www.haMediaGroup.com/ratecards
For additional information,
call 402.592.5000 ext. 294 or ext. 456*