

# Advertising Rates and Sizes

Charges are per insertion. Effective January 1, 2010

## FOUR COLOR PROCESS

Frequency	1-2X	3-5X	6-11X	12X
2 Pg.	\$8035	\$7720	\$7110	\$6155
Full Pg.	\$3825	\$3675	\$3385	\$2930
2/3 Pg.	\$2655	\$2575	\$2370	\$2050
Junior Pg.	\$2390	\$2300	\$2115	\$1835
1/2 Pg.	\$2105	\$2025	\$1860	\$1610
1/3 Pg.	\$1545	\$1490	\$1365	\$1185
1/6 Pg.	\$835	\$805	\$740	\$645
1/12 Pg.	\$480	\$465	\$400	\$325

## BLACK & WHITE

Frequency	1-2X	3-5X	6-11X	12X
Full Pg.	\$3325	\$3135	\$2935	\$2560
2/3 Pg.	\$2330	\$2235	\$2055	\$1795
Junior Pg.	\$2080	\$1995	\$1840	\$1600
1/2 Pg.	\$1830	\$1760	\$1620	\$1405
1/3 Pg.	\$1365	\$1290	\$1190	\$1035
1/6 Pg.	\$730	\$705	\$650	\$560

## BACK COVER

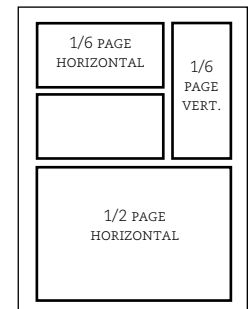
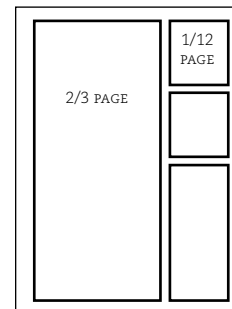
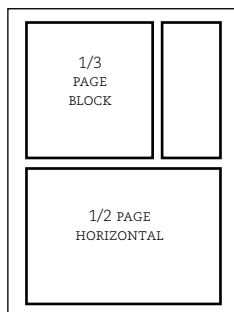
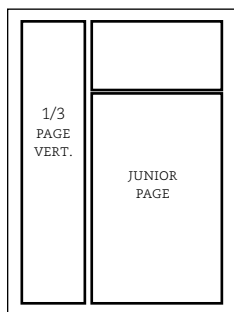
Frequency	1-2X	3-5X	6-11X	12X
	\$4265	\$4055	\$3840	\$3695

## INSIDE COVERS OR PG. 1

Frequency	1-2X	3-5X	6-11X	12X
	\$3945	\$3735	\$3525	\$3310

## Special Position in Print Publications:

For guaranteed position of ads 1/2 page or larger, other than those specified above, add 10 % premium to applicable rate. Ad must be compatible to position requested. All requests are processed on a first-come, first-serve basis.



## PRINT AD SIZES

	WIDTH (INCHES)	X	HEIGHT (INCHES)
2 Pg. Spread (Bleed)	16.5"	x	11.125"
trimmed size	16.25"	x	10.875"
Full Page (Bleed)	8.375"	x	11.125"
trimmed size	8.125"	x	10.875"
Full Page (Live Area)	7"	x	10"
2/3 Page (Vertical)	4.625"	x	10"
2/3 Page (Bleed)	5.25"	x	11.125"
Junior Page (Vertical)	4.625"	x	7.45"
1/2 Page (Horizontal)	7.00"	x	4.95"
1/3 Page (Vertical)	2.25"	x	10"
1/3 Page (Block)	4.625"	x	4.95"
1/6 Page (Vertical)	2.25"	x	4.95"
1/6 Page (Horizontal)	4.625"	x	2.45"
1/12 Page (NH Cuisine)	2.25"	x	2.45"

## FULL PAGE OVERRUNS (4 COLOR)

Quantity	1,000	2,000	3,000	4,000
Single Page	\$495	\$740	\$985	\$1,230

Full Page 4-Color Reprints of existing magazine content printed on 100 lb glossy stock. 2-Page and 4-Page rates available upon request.

For information on custom publishing please call 624-1442 ext. 140. Copyrighted content subject to approval. Redesign of page material will result in design service charges.

## INTERNET ADVERTISING OPPORTUNITY

Complement your print advertising with our on-line packages. Ask your sales rep about additional on-line advertising opportunities on NHmagazine.com.

**New Hampshire**  
magazine