

# 2021 PRINT RATES



AD UNIT SIZE	OPEN	3X	6X	12X	18X	24X
<b>COVER*</b>	\$31,990					
<b>BACK COVER*</b>	\$16,836	\$16,034	\$15,270	\$14,542	\$13,850	\$13,190
<b>INSIDE FRONT COVER*</b>	\$14,028	\$13,360	\$12,724	\$12,118	\$11,540	\$10,990
<b>INSIDE BACK COVER*</b>	\$12,750	\$12,142	\$11,564	\$11,014	\$10,490	\$9,990
<b>FULL PAGE*</b>	\$7,644	\$7,280	\$6,934	\$6,604	\$6,290	\$5,990
<i>Trim size 7.875" x 10.75" Live Area 0.5" inside trim Full Page Bleed, add 0.125" all sides past trim</i>						
<b>2 PAGE SPREAD</b> <i>Trim size 15.75 x 10.75, Live Area 0.5" inside trim, Full Page Bleed, add 0.125" all sides past trim</i>	\$14,524	\$13,832	\$13,174	\$12,548	\$11,952	\$11,382
<b>1/2 PAGE HORIZONTAL</b> <i>7" x 5"</i> <b>1/2 PAGE VERTICAL</b> <i>3.375" x 10"</i>	\$3,316	\$3,194	\$3,008	\$2,864	\$2,728	\$2,598
<b>1/3 PAGE HORIZONTAL</b> <i>7" x 3.3125"</i> <b>1/3 PAGE VERTICAL</b> <i>2.125" x 10"</i>	\$2,296	\$2,186	\$2,082	\$1,982	\$1,888	\$1,798
<b>1/4 PAGE HORIZONTAL</b> <i>7" x 2.5"</i> <b>1/4 PAGE VERTICAL</b> <i>3.375" x 5"</i>	\$1,786	\$1,700	\$1,620	\$1,542	\$1,468	\$1,398
<b>STRIP</b> <i>7" x 1.25"</i>	\$1,274	\$1,214	\$1,156	\$1,110	\$1,048	\$998

Email ad material to: [czurz@babco.com](mailto:czurz@babco.com)

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## Advertising Terms and Conditions:

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Publisher holds advertiser and/or its advertising agency jointly and severally liable for payment due to Publisher. This applies even when a sequential liability clause is included in a submitted contract or insertion order. In the case of any Agency listed on the insertion order, Babcox Media, Inc. will hold Agency and Advertiser jointly and severally liable for payments. Should sums not be cleared to the Agency, Agency agrees to make every reasonable effort to collect and clear payment from the Advertiser on a timely basis. Upon Babcox Media's request, Agency will make available written confirmation of the relationship between Agency and Advertiser. Such confirmation will include, for example, Advertiser's acknowledgment that Agency is its agent and is authorized to act on its behalf in connection with the Insertion Order and confirm these Advertiser Terms and Conditions.

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→ PRINT AD SPECIFICATIONS  
→ CLOSING DATE  
→ MATERIALS DUE DATE

