

2020 MODULAR ADVERTISING RATES

DISPLAY ROP ADS

AD SIZE		OPEN RATE	6X	13X	26X	52X
Full Page:	BW	\$1520	\$1280	\$1240	\$1200	\$1160
5 col (10.25" w X 16" h)	Color	\$1900	\$1600	\$1550	\$1500	\$1450
Half Page	BW	\$760	\$640	\$620	\$600	\$580
5 col (10.25" w X 8" h)	Color	\$950	\$800	\$775	\$750	\$725
Quarter Page	BW	\$460	\$385	\$375	\$360	\$350
3 col (6.125" w X 8" h)	Color	\$575	\$485	\$470	\$450	\$435
Eighth Page	BW	\$225	\$160	\$155	\$150	\$145
2 col (4" w X 6" h)	Color	\$275	\$200	\$195	\$190	\$180

PUBLICATION DATE: Every Thursday

DEADLINES:

Space closing and ads requiring proof: Monday prior to publication date.

Camera ready materials: Tuesday prior to publication date.

DIGITAL ADVERTISING RATES

Leader Board Ads: \$8/M impressions - Run of Site 728 X 90 pixels

Cube Ads: \$8/M impressions - Run of Site 300 X 250 pixels

*Standard IAB Sizes

E-BLAST:

Rate: \$1,500 for 50,000 - rate increases for more distribution

Targeted email blast to your specific demographic - guaranteed 10% open rate

Best Day - Tuesday, 11 a.m.

10 day advance deadline

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