

ADVERTISING

Rates, Sizes & Deadlines

Ad Rates

Ad Size	1 time	2 times	3 times
2-page spread	\$1,260	\$1,197	\$1,134
Full page	\$665	\$632	\$599
1/2 page	\$350	\$333	\$315
1/4 page	\$180	\$171	\$162
Business Card	\$130	\$124	\$117

Special Placements

back cover	\$798
inside front cover	\$765
inside back cover	\$730

Classified Ads

3 lines, 30 characters per line	\$45
each additional line	\$20

Ad Sizes

Size	Inches
Page trim size	8.375 x 10.875
Bleed	.25
Safe area	.5
2-page spread (bleed)	17.25 x 11.375
2-page spread (no bleed)	15.75 x 9.875
Full page (with bleed)	8.875 x 11.375
Full page (w/out bleed)	7.375 x 9.875
1/2 page horizontal	7.375 x 4.625
1/4 page vertical	3.5 x 4.75
Business card	3.5 x 2

Advertising Deadlines

Winter

Artwork Deadline: December 18

Ships: 1st week in February

Spring/Summer

Artwork Deadline: April 18

Ships: 1st week in June

Fall

Artwork Deadline: August 18

Ships: 1st week in October

Bonus distribution at the MCVFA State Meeting

Contact

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TO RESERVE YOUR SPACE TODAY!

