

THE RECORD MEDIA KIT 2018 DISPLAY RATES

Display Advertising Rates: *All rates are per insertion.*

| AD SIZE | 1x | 6x | 12x | 25x | 50x |
|---|------------|------------|------------|----------|----------|
| 1/32 page <i>Color: Additional \$75 charge applied to all rates.</i> | \$ 100.00 | \$ 90.00 | \$ 80.00 | \$ 70.00 | \$ 60.00 |
| 1/16 page <i>Color: Additional \$75 charge applied to all rates.</i> | \$ 163.00 | \$ 147.00 | \$ 130.00 | \$114.00 | \$ 98.00 |
| 1/8 page <i>Color: Additional \$75 charge applied to all rates.</i> | \$ 335.00 | \$ 302.00 | \$ 268.00 | \$235.00 | \$201.00 |
| 1/4 page <i>Color: Additional \$75 charge applied to all rates.</i> | \$ 600.00 | \$ 540.00 | \$ 480.00 | \$420.00 | \$360.00 |
| 1/2 page <i>Color: Additional \$75 charge applied to all rates.</i> | \$ 850.00 | \$ 765.00 | \$ 680.00 | \$595.00 | \$510.00 |
| Full page (inside) <i>Color: Additional \$75 charge applied to all rates.</i> | \$1,325.00 | \$1,193.00 | \$1,060.00 | \$928.00 | \$795.00 |

Available Ad Sizes: *Measures are listed as w x h.*

| | |
|----------|---|
| 1/32: | 3.22" x 2" |
| 1/16: | 3.22" x 3.8" • 4.91" x 2.5" |
| 1/8: | 3.22" x 7.8" • 4.91" x 5.2" • 6.61" x 3.9" |
| 1/4: | 3.22" x 15.6" • 4.91" x 10.4" • 6.61" x 7.8" • 8.31" x 6.24" • 10" x 5.2" |
| 1/2: | 4.91" x 21" • 10" x 10.4" |
| Full Pg: | 10" x 21" |

Deadline:

Space Reservation - AD space must be reserved one week prior to the requested publication date – on Thursday by 2:00 p.m.

Art Submission - If you require design assistance, supporting content and images must be submitted on Friday by 10 a.m. All print ready, high res. electronic art files should be submitted by end of business day on the Monday of the publication week.