

LIVING BIRD

2013 Ad Rates, Sizes, and Due Dates

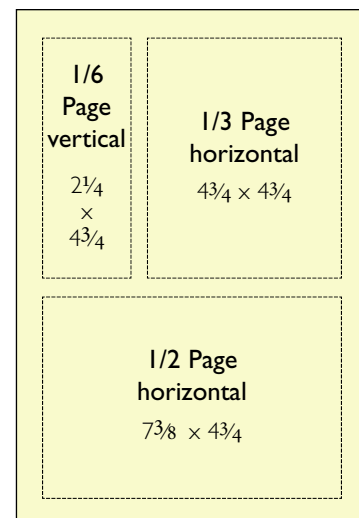
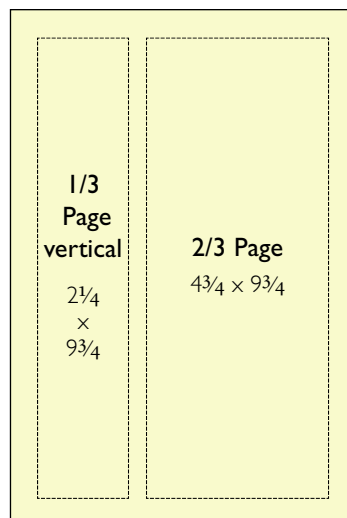
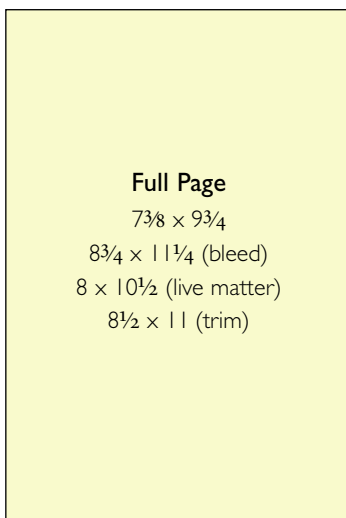
	COLOR RATES				BLACK & WHITE RATES			
	1X	2X	3X	4X	1X	2X	3X	4X
Inside Front Cover	\$3,045	\$2,893	\$2,748	\$2,611	-	-	-	-
Inside Back Cover	\$2,888	\$2,743	\$2,606	\$2,476	-	-	-	-
Two-page Spread	\$4,573	\$4,344	\$4,127	\$3,921	-	-	-	-
Half-page Spread	\$2,730	\$2,594	\$2,464	\$2,341	-	-	-	-
Full Page	\$2,625	\$2,494	\$2,369	\$2,251	\$1,339	\$1,272	\$1,208	\$1,148
2/3 Page	\$1,964	\$1,865	\$1,772	\$1,683	\$929	\$883	\$839	\$797
1/2 Page	\$1,496	\$1,421	\$1,350	\$1,283	\$830	\$788	\$749	\$711
1/3 Page	\$1,045	\$993	\$943	\$896	\$604	\$574	\$545	\$518
1/6 Page	\$572	\$544	\$516	\$491	\$347	\$329	\$313	\$297

There is a 15% print-ready or agency fee discount for the above gross rates.

	AD SIZES (INCHES)		
	No Bleed	Bleed	Live Matter
Trim	8½ × 11		
Full Page	7¾ × 9¾	8¾ × 11¼	8 × 10½
Two-page Spread	-	17¼ × 11¼	16¾ × 10¾
Half-page Spread	-	17¼ × 5 ⁹ / ₁₆	16¾ × 5
2/3 Page	4 ⁷ / ₈ × 9¾	-	-
1/2 Page	7¾ × 4¾	-	-
1/3 Page Square	4¾ × 4¾	-	-
1/3 Page Vertical	2¼ × 9¾	-	-
1/6 Page	2¼ × 4¾	-	-

	DUE DATES		
	Space Reservation	Ad Due	Issue Mails
Winter	10/20/12	11/1/12	2/1/13
Spring	1/20/13	2/1/13	5/1/13
Summer	4/20/13	5/1/13	8/1/13
Autumn	7/20/13	8/1/13	11/1/13

Contact Advertising Manager to request time extensions.



Revised 09/12