

## LIVING BIRD

### 2020 Ad Rates, Sizes, and Due Dates

	COLOR RATES				BLACK & WHITE RATES			
	1X	2X	3X	4X	1X	2X	3X	4X
Inside Front Cover	\$4,006	\$3,805	\$3,613	\$3,434	-	-	-	-
Inside Back Cover	\$3,798	\$3,607	\$3,429	\$3,256	-	-	-	-
Two-page Spread	\$6,015	\$5,712	\$5,426	\$5,156	-	-	-	-
Half-page Spread	\$3,590	\$3,410	\$3,243	\$3,083	-	-	-	-
Full Page	\$3,453	\$3,280	\$3,118	\$2,957	\$1,846	\$1,758	\$1,675	\$1,583
2/3 Page	\$2,581	\$2,457	\$2,332	\$2,211	\$1,283	\$1,221	\$1,159	\$1,090
1/2 Page	\$1,962	\$1,873	\$1,783	\$1,693	\$1,145	\$1,090	\$1,032	\$982
1/3 Page	\$1,378	\$1,306	\$1,240	\$1,181	\$833	\$795	\$752	\$714
1/6 Page	\$752	\$716	\$680	\$644	\$481	\$456	\$432	\$413

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

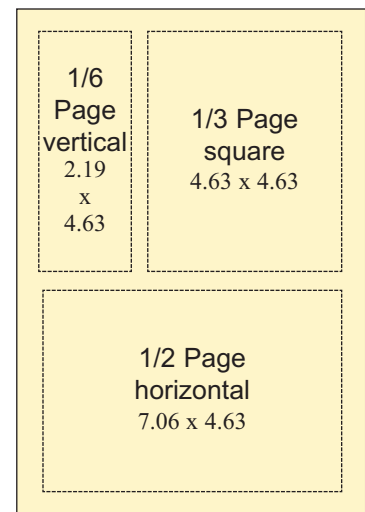
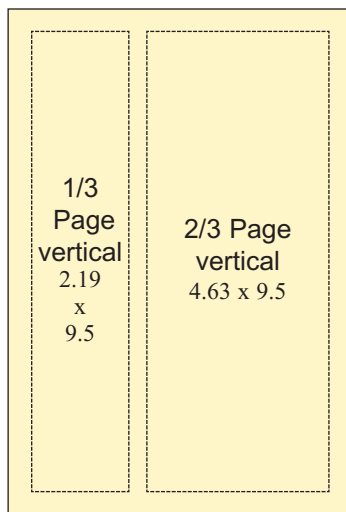
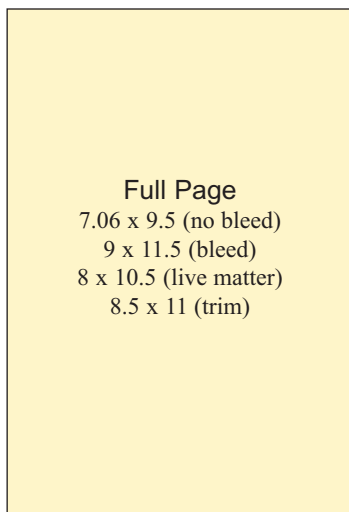
#### AD SIZES (INCHES)

	No Bleed	Bleed	Live Matter
Trim	8.5 x 11		
Full Page	7.06 x 9.5	9 x 11.5	8 x 10.5
Two-page Spread	-	17.5 x 11.5	16.13 x 10.5
Half-page Spread	-	17.5 x 5.75	16.13 x 5.13
2/3 Page Vertical	4.63 x 9.5	-	
1/2 Page Horizontal	7.06 x 4.63	-	
1/3 Page Square	4.63 x 4.63	-	-
1/3 Page Vertical	2.19 x 9.5	-	-
1/6 Page Vertical	2.19 x 4.63	-	-

#### DUE DATES

	Space Reservation	Ad Due	Approx. Mail Date
Winter	10/15/19	11/1/19	1/15/20
Spring	1/15/20	2/1/20	3/20/20
Summer	4/15/20	5/1/20	6/20/20
Autumn	7/15/20	8/1/20	9/25/20

Contact the Advertising Manager if you missed the space reservation date or need more time for the ad submission.



Contact:

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