



Advertising Rate Card
and
Ad Size Specifications

Ad Position	Size	One Run Rate	Full Run Rate
Inside Front Cover	Full Page	\$1,100	\$3960 (10% disc)
Inside Back Cover	Full Page	\$1,100	\$3960 (10% disc)
Outside Back Cover	Full Page	\$1,300	\$4680 (10% disc)
Interior Full Page	Full Page	\$900	\$3240 (10% disc)
1/2 Page Ad	Interior 1/2 Page	\$575	\$2070 (10% disc)
1/4 Page Vertical	Interior 1/4 Column	\$275	\$882 (10% disc)
Business Card Ad	3.5" x 2"	\$200	\$720 (10% disc)

All Advertising Ads Must Be Submitted To Spec As:

- 1) **Hi Res PDF With All Fonts Converted To Outlines, and Images Embedded**
- 2) **Hi Res (300 DPI) JPG CMYK Only (No RGB ads will be accepted)**

Full Page

Page Size - 8.25 x 10.75

Bleed - If Ad Is Full Bleed, Pull Color Or Bleed Image To .125 or 8.5 x 11

Half Page

Page Size - 8.25 x 5.25

Bleed - If Ad Is Full Bleed, Pull Color Or Bleed Image To .125 or 8.625 x 5.5

1/4 Page Vertical

Page Size - 2.0625 x 10.75

Bleed - If Ad Is Full Bleed, Pull Color Or Bleed Image To .125 or 2.3125 x 11

Business Card Ad

Ad Size - 3.5 x 2

Bleed - If Ad Is Full Bleed, Pull Color Or Bleed Image To .125 or 3.75 x 2.25

Contact Kelcie Brown | Advertising Manager at:
kelcie@thenapcg.com!