

Circulation: 608,385 | Audience: 1,581,801

## 2018 Rate Card

# General Advertising Rates

Rate Card #68

Effective January 2018

All rates are gross

4 Color	1x	3x	6x
Full Page	\$ 16,545	\$ 15,720	\$ 14,935
2/3 Page	11,580	11,000	10,450
1/2 Page	9,930	9,430	8,960
1/3 Page	6,620	6,290	5,980
1/6 Page	3,310	3,140	2,985

  

Travel Directory	1x	3x	6x
4 inch	\$ 2,420	\$ 2,300	\$ 2,185
3 inch	1,700	1,615	1,535
2 inch	1,330	1,265	1,200
1 inch	600	570	540



Travel Directory ad size: 2.25"W x H shown above

## Ad Sizes

### Full Page & Spreads

### 2/3 Page

### 1/2 Page

### 1/3 Page

### 1/6 Page

**Full page**  
7.875"W x 10.5"H

**Spreads**  
15.75"W x 10.5"H

Add .125" bleed to all sides.  
Live copy no less than .25" from trims.

**Vertical**  
4.625"W x 9.5"H

**Horizontal**  
7"W x 4.75"H

**Square**  
4.625"W x 4.75"H

**Vertical**  
2.25"W x 9.5"H

**Vertical**  
2.25"W x 4.75"H

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## Print Advertising Specifications

### Ad Close Dates

2018 Issue	Space Close	Materials Due	First Possible In Home Date
Jan/Feb	10/27/17	11/3/17	12/28/17
Mar/Apr	1/5/18	1/12/18	3/1/18
May/June	2/16/18	2/23/18	4/12/18*
July/Aug	5/4/18	5/11/18	6/29/18
Sep/Oct	7/6/18	7/13/18	8/31/18
Nov/Dec	9/7/18	9/14/18	11/2/18

\*Issue mails early. Must be in-home by mid-April.



### Ad Sizes

#### Full Page & Spreads

#### 2/3 Page

#### 1/2 Page

#### 1/3 Page

#### 1/6 Page

<p><b>Full page</b> 7.875"W x 10.5"H</p> <p><b>Spreads</b> 15.75"W x 10.5"H</p> <p>Add .125" bleed to all sides.</p> <p>Live copy no less than .25" from trims.</p>	<p><b>Vertical</b> 4.625"W x 9.5"H</p>	<p><b>Horizontal</b> 7"W x 4.75"H</p>	<p><b>Square</b> 4.625"W x 4.75"H</p> <p><b>Vertical</b> 2.25"W x 9.5"H</p>	<p><b>Vertical</b> 2.25"W x 4.75"H</p>
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### Digital Ad Requirements

Upload compressed or zipped files to <http://ads.haMediaGroup.com>

- Ads must be submitted as a **PDF/X1a**
- File must be flattened prior to saving as a PDF/X1a
- File must be high resolution (300 dpi)
- CMYK or grayscale (no spot colors, RGB, LAB, or ICC color profiles) with a maximum density of 300
- Fonts should be imbedded
- All marks including trim, bleed, center and color bars should be included in all colors and outside of the bleed area with offset at .1667 inch
- Smaller files can be emailed to [ads@haMediaGroup.com](mailto:ads@haMediaGroup.com)

**Production questions?** Contact: **HA Media Group** • 402-592-5000 ext. 294 or ext. 456