

Circulation: 322,040 | Audience 933,916

2018 Rate Card

# General Advertising Rates

Rate Card #21

Effective January 2018

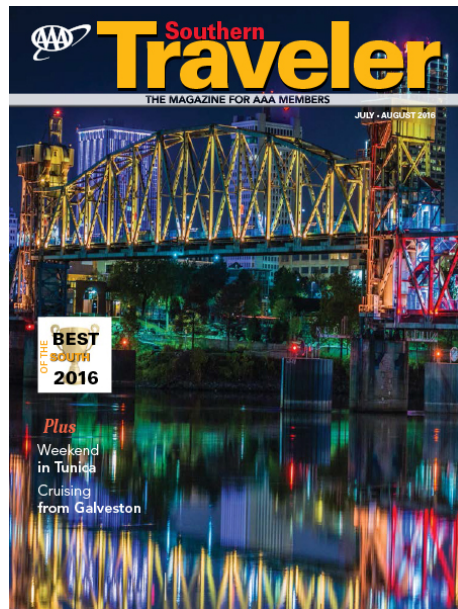
All rates are gross

4 Color	1x	3x	6x
Full Page	\$ 8,095	\$ 7,690	\$ 7,305
2/3 Page	5,670	5,385	5,115
1/2 Page	4,655	4,220	4,010
1/3 Page	3,230	3,070	2,915
1/6 Page	1,620	1,540	1,465

Travel Directory	1x	3x	6x
4 inch	\$ 1,300	\$ 1,235	\$ 1,175
2 inch	910	865	820
1 inch	520	495	470

2.25"W x H shown



## Ad Sizes

### Full Page & Spreads

**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.

### 2/3 Page

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

### 1/2 Page

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

### 1/3 Page

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

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

### 1/6 Page

**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	10/24/17	10/31/17	12/28/17
Mar/Apr	1/2/18	1/9/18	3/1/18
May/June	2/9/18	2/16/18	4/12/18*
July/Aug	4/27/18	5/4/18	6/29/18
Sep/Oct	6/29/18	7/6/18	8/31/18
Nov/Dec	8/31/18	9/7/18	11/2/18

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



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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 may be emailed to [ads@haMediaGroup.com](mailto:ads@haMediaGroup.com)

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