



advertising rates

Size	1x	2x	3x	4x
2 page spread	3,257	3,094	2,931	2,768
Full page	1,974	1,875	1,777	1,677
1/2 page	1,342	1,275	1,208	1,141
1/2 page island	1,500	1,426	1,346	1,270
1/3 page	1,086	1,032	977	922
1/4 page	948	900	853	805
<hr/>				
Back cover (+30%)	2,566	2,438	2,309	2,181
Inside front cover (+20%)	2,369	2,250	2,132	2,013
Inside back cover (+15%)	2,270	2,157	2,043	1,929
Opposite table of contents (+15%)	2,270	2,157	2,043	1,929



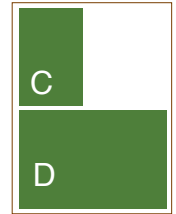
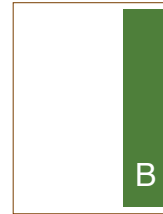
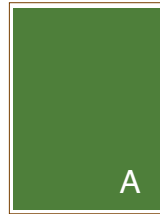
advertising specs

Magazine trim Size - 8.25 x 10.8125 inches

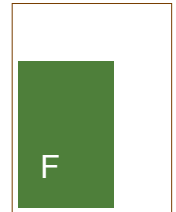
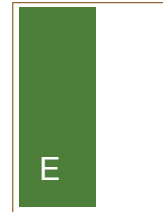
Printed offset, CMYK, 150 line (300 dpi)

Standard Ad Sizes (Non-bleed)

Full Page.....	7.4" x 10"
Third Page.....	2.25" x 10"
Half Page, horizontal.....	7.4" x 4.875"
Half Page, vertical.....	3.70" x 9.875"
Quarter Page.....	3.55" x 4.85"
Half Page, island.....	4.75" x 7.4"



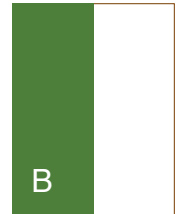
- A. Full Page.
- B. 1/3 Page
- C. 1/4 Page
- D. 1/2 Page horz.
- E. 1/2 Page vert.
- F. 1/2 Page island



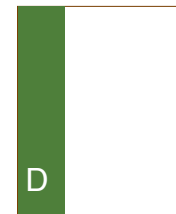
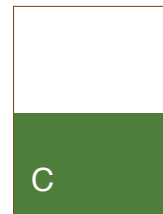
Standard Ad Sizes (Bleed)

Bleeds trim 1/8" (0.125) on all bleed sides
Keep live images & text 1/4" (0.25") inside all trim areas

Full Page (including bleed).....	8.5" x 11.062"
Trim size is 8.25" x 10.8125" - max live area is 7.75" x 10.3125"	
Half Page, vert. (including bleed).....	4.125" x 11.062"
Trim is 0.125 on top, bottom, & one side	
Half Page, horz. (including bleed)	8.5" x 5.40"
Trim is 0.125 on both sides & top or bottom	
Third Page vert. (including bleed)	2.85" x 11.062"
Trim is 0.125 on top, bottom & one side	



- A. Full Page bleed
- B. 1/2 Page vert. bleed
- C. 1/2 Page horz. bleed
- D. 1/3 Page vert. bleed



Email **press quality** pdf files to: randy@aligningchange.com

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