

# PRINT ADVERTISING RATES

## PRINT RATES

Ad Size	1x Rate	4x Rate	6x Rate	12x Rate
Full Page	\$7,940	\$7,630	\$7,070	\$6,510
3/4 Page	\$6,770	\$6,490	\$6,030	\$5,450
1/2 Page	\$5,120	\$4,920	\$4,560	\$4,210
3/8 Page	\$4,530	\$4,350	\$4,030	\$3,720
1/4 Page Vertical	\$4,490	\$4,320	\$4,000	\$3,680
1/4 Page Square	\$4,080	\$3,910	\$3,630	\$3,270
1/8 Page Vertical	\$2,530	\$2,440	\$2,250	\$2,170
1/8 Page Horizontal	\$1,360	\$1,310	\$1,190	\$1,080

For black and white ads, subtract \$600 from 4-color rate – for all sizes except 1/8 horizontal.

### Premium Positions:

Back Cover: Add 20% to earned page rate.

Inside Front: Add 15% to earned page rate.

Inside Back: Add 10% to earned page rate.

Other Premium Positions: Add 10% to earned page rate.

## AD DIMENSIONS & CONFIGURATIONS

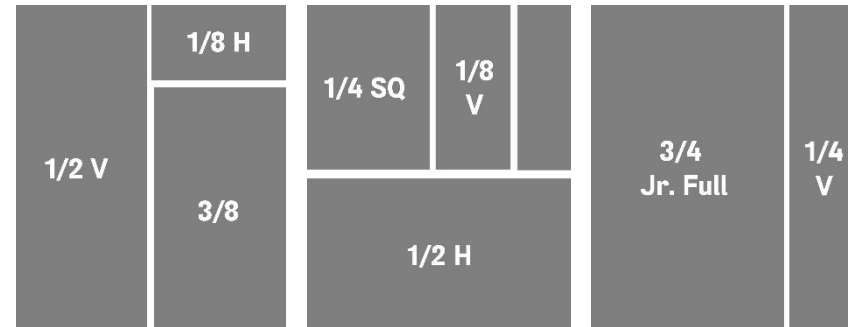
Ad Size	Wide	x	High
Spread (Bleed)	20 1/4	x	12 1/4
Full Page (Bleed)	10 1/4	x	12 1/4
3/4 Page	7	x	10 3/4
1/2 Horizontal	9	x	4 7/8
1/2 Vertical	4 9/16	x	10 3/4
3/8 Vertical	4 9/16	x	7 7/8
1/4 Vertical	2 1/8	x	10 3/4
1/4 Square	4 9/16	x	5 1/4
1/8 Horizontal	4 9/16	x	2 5/8
1/8 Vertical	2 1/8	x	5 1/4

### Bleed Specifications:

Spread: Trim 20" x 12"

Full Page: Trim: 10" x 12"

Live matter should be kept 5/16" in from the trim.



## 2018 DEADLINES

Issue	Ad Space	Ad Materials
January	11/16/17	11/21/17
February	12/20/17	12/26/17
March	1/19/18	1/24/18
April	2/16/18	2/22/18
May	3/19/18	3/22/18
June	4/20/18	4/25/18
July	5/18/18	5/23/18
August	6/20/18	6/25/18
September	7/20/18	7/25/18
October	8/21/18	8/24/18
November	9/20/18	9/25/18
December	10/19/18	10/24/18

## PRINT AD MATERIAL SUBMISSIONS

Email ad materials to: [ads@tcbmag.com](mailto:ads@tcbmag.com)

Larger files can be uploaded at:  
mspaduploader.com

**Username:** mspads

**Password:** sonic

### Questions? Contact:

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