

# 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

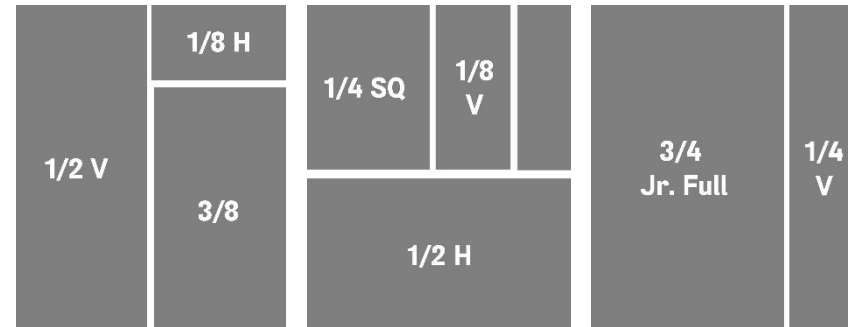
Ad Size	Wide	x	High
Spread (Bleed)	20 ¼	x	12 ¼
Full Page (Bleed)	10 ¼	x	12 ¼
3/4 Page	7	x	10 ¾
1/2 Horizontal	9	x	4 7/8
1/2 Vertical	4 9/16	x	10 ¾
3/8 Vertical	4 9/16	x	7 7/8
1/4 Vertical	2 1/8	x	10 ¾
1/4 Square	4 9/16	x	5 ¼
1/8 Horizontal	4 9/16	x	2 5/8
1/8 Vertical	2 1/8	x	5 ¼

### Bleed Specifications:

Spread: Trim 20" x 12"

Full Page: Trim: 10" x 12"

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



## 2019 DEADLINES

Issue	Ad Space	Ad Materials
January	11/15/18	11/20/18
February	12/17/18	12/20/18
March	1/18/19	1/23/19
April	2/15/19	2/21/19
May	3/19/19	3/22/19
June	4/19/19	4/24/19
July	5/17/19	5/22/19
August	6/19/19	6/24/19
September	7/17/19	7/22/19
October	8/16/19	8/21/19
November	9/20/19	9/25/19
December	10/21/19	10/24/19

## PRINT AD MATERIAL SUBMISSIONS

Email ad materials to: [ads@tcbmag.com](mailto:ads@tcbmag.com) | **Questions? Contact:**  
 | Tim Dallum  
 Larger files can be uploaded at:  
 mspaduploader.com | Production Manager  
 Username: mspads | [tdallum@tcbmag.com](mailto:tdallum@tcbmag.com)  
 Password: sonic | 612-336-9245