

PRINT PLUS ONLINE ADVERTISING 2017 RATES

Article + ad=1/2 pg

(up to) 325 words

1/8 AD
3.5625 w
2.25 h

1x = \$557
3x = \$515
6x = \$483

PAY EVERY OTHER MONTH!

Article + ad=3/4 pg

(up to) 425 words

1/4 AD
3.5625 w
x 4.625 h

1x = \$745
3x = \$704
6x = \$672

PAY EVERY OTHER MONTH!

Article + ad=full pg

(up to) 650 words

1/4 AD
3.5625 w
x 4.625 h

1x = \$892
3x = \$850
6x = \$808

PAY EVERY OTHER MONTH!

Article + ad=1-1/2 pgs (Call for pricing on larger spreads)

Up to 900-950 words*

1x = \$1197
3x = \$1134
6x = \$1071

1/4 AD
3.5625 w
x 4.625 h

PAY EVERY OTHER MONTH!

Article + ad=2 pgs (Call for pricing on larger spreads)

Up to 1200-1300 words*

1x = \$1444
3x = \$1348
6x = \$1260

1/4 AD
3.5625 w
x 4.625 h

PAY EVERY OTHER MONTH!

* Depending on the number and sizes of images – required for larger spreads.

1/8 H
3.6563 w x
2.25 h

1x = \$355
3x = \$325
6x = \$295

1/4 V
3.6563 w x
4.75 h

1x = \$493
3x = \$462
6x = \$430

1/2 H
7.5 w x 4.75 h

1x = \$714
3x = \$662
6x = \$609

1/2 V
2 col pg
3.6563 w
x 9.75 h

FULL
7.5 w x 9.75 h

Pay Bi-Monthly!
1x = \$1144
3x = \$1071
6x = \$1018

PAY EVERY OTHER MONTH!

FORMAT FOR CAMERA-READY ADS: Please submit all files in PDF format with all fonts and hi-res CMYK (covers) or grayscale images embedded. PDF ads must be optimized for printing. All fonts must be embedded into PDF file. All images must accompany digital files at 300 dpi and 100% of size. Colors must be CMYK.

ARTICLE WRITING RATES: Karen Larré will write them for you!

1/2 Pg = \$35 3/4 Pg = \$50 Full Pg = \$70 1.5 Pgs = \$95 2 Pgs = \$125

AD DESIGN RATES: Print sizes and online equivalents.

1/8 = \$50 1/4 = \$70 1/2 = \$100 Full page = \$160

505.828.3430 | web: www.trulyalive.net | email: info@trulyalive.net

Mailing Address & Drop-off: 5901 Wyoming NE, Box #301, Albuquerque, NM 87109

NEW ADVERTISERS: If you have missed the deadline, please call Karen Larré at 505.828.3430 for last minute space availability in the print magazine. Online ads and articles can go up anytime!

CLASSES / WORKSHOPS:

Up to 4 bold line listing (required): \$44
Picture or logo (required) + web link: \$38
Description text: \$1.80/word
Classes/Workshop Advertisers = 75%*
***DISCOUNT with other article and/or ad**

COMMUNITY EVENTS:

Events that cost \$0 - \$20 to attend qualify for a **FREE listing** in the print & online magazines. Advertisers get priority inclusion in the print magazine. All FREE submissions will appear in the online magazine. Please email all event info to: info@trulyalive.net.

RESOURCE DIRECTORY:

Picture/Image (required) + web link: \$38
Description text: \$1.80/word
Up to 4 bold lines (optional): \$44
Resource Directory, 3x = 15%*
Resource Directory, 6x = 25%*
Resource Directory Advertisers = 50%*
***DISCOUNTS with other article and/or ad**

SPACE RESERVATIONS:

JAN / FEB	DEC 1	JULY / AUG	JUN 1
MAR / APRIL	FEB 1	SEPT / OCT	AUG 1
MAY / JUNE	APR 1	NOV / DEC	OCT 1

CONTENT DEADLINES:

(articles, ads, pictures, logos, listings, etc.)

JAN / FEB	DEC 5	JULY / AUG	JUN 5
MAR / APRIL	FEB 5	SEPT / OCT	AUG 5
MAY / JUNE	APR 5	NOV / DEC	OCT 5

2-PAGE COVER SPREADS INCLUDE:

Full Color Glossy Cover Ad + Full Color Editorial Page
 (over \$700 value!)

Inside Front Cover	1x = \$1670 3x = \$1565 6x = \$1440
Inside Back Cover	1x = \$1733 3x = \$1628 6x = \$1522
Back Cover	1x = \$1943 3x = \$1838 6x = \$1733

PAYMENTS: All advertising payments are due in advance. Payments from advertisers located in New Mexico must include sales tax except for qualified non-taxable accounts. Visa & MC accepted for display ads & articles. Frequency discounts require consecutive placement.