

LIVING BIRD

2017 Ad Rates, Sizes, and Due Dates

	COLOR RATES				BLACK & WHITE RATES			
	1X	2X	3X	4X	1X	2X	3X	4X
Inside Front Cover	\$3,528	\$3,350	\$3,182	\$3,024	-	-	-	-
Inside Back Cover	\$3,344	\$3,176	\$3,019	\$2,867	-	-	-	-
Two-page Spread	\$5,297	\$5,030	\$4,778	\$4,541	-	-	-	-
Half-page Spread	\$3,161	\$3,003	\$2,856	\$2,714	-	-	-	-
Full Page	\$3,040	\$2,888	\$2,746	\$2,604	\$1,626	\$1,549	\$1,472	\$1,394
2/3 Page	\$2,273	\$2,163	\$2,053	\$1,948	\$1,130	\$1,075	\$1,020	\$960
1/2 Page	\$1,738	\$1,649	\$1,570	\$1,491	\$1,009	\$960	\$909	\$865
1/3 Page	\$1,213	\$1,150	\$1,092	\$1,040	\$733	\$700	\$662	\$629
1/6 Page	\$662	\$630	\$599	\$567	\$424	\$402	\$380	\$364

There is a 15% print-ready or agency fee discount for the above gross rates.

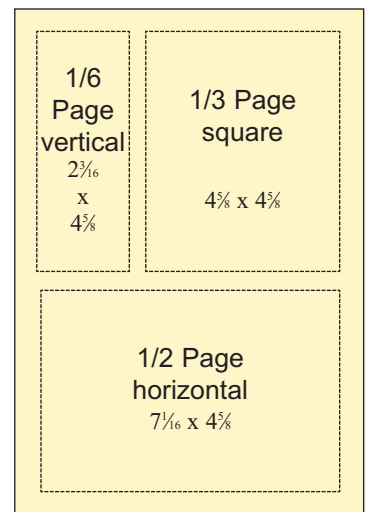
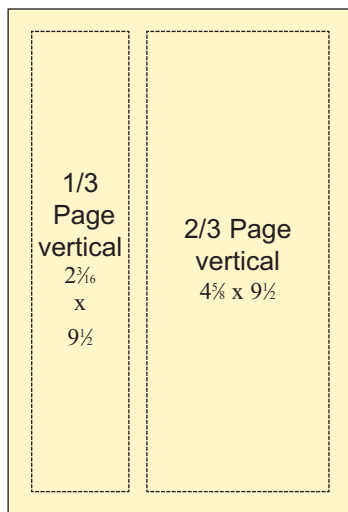
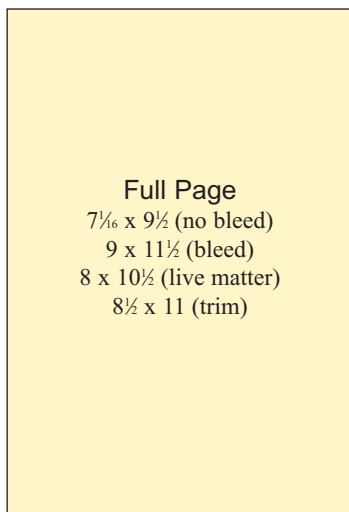
AD SIZES (INCHES)

	No Bleed	Bleed	Live Matter
Trim	8½ x 11		
Full Page	7⅙ x 9½	9 x 11½	8 x 10½
Two-page Spread	-	17½ x 11½	16⅞ x 10½
Half-page Spread	-	17½ x 5¾	16⅞ x 5⅝
2/3 Page Vertical	4⅘ x 9½	-	-
1/2 Page Horizontal	7⅙ x 4⅘	-	-
1/3 Page Square	4⅘ x 4⅘	-	-
1/3 Page Vertical	2⅜ x 9½	-	-
1/6 Page Vertical	2⅜ x 4⅘	-	-

DUE DATES

	Space Reservation	Ad Due	Approx. Mail Date
Winter	10/20/16	11/1/16	1/9/17
Spring	1/20/17	2/1/17	3/28/17
Summer	4/20/17	5/1/17	6/27/17
Autumn	7/20/17	8/1/17	9/26/17

Contact the Advertising Manager if you missed the space reservation date or need more time for the ad submission.



Contact:

Susanna Lawson, SVL22@cornell.edu, 434-983-1771