

## LIVING BIRD

### 2018 Ad Rates, Sizes, and Due Dates

	COLOR RATES				BLACK & WHITE RATES			
	1X	2X	3X	4X	1X	2X	3X	4X
Inside Front Cover	\$3,704	\$3,518	\$3,341	\$3,175	-	-	-	-
Inside Back Cover	\$3,511	\$3,335	\$3,170	\$3,010	-	-	-	-
Two-page Spread	\$5,562	\$5,282	\$5,017	\$4,768	-	-	-	-
Half-page Spread	\$3,319	\$3,153	\$2,999	\$2,850	-	-	-	-
Full Page	\$3,192	\$3,032	\$2,883	\$2,734	\$1,707	\$1,626	\$1,546	\$1,464
2/3 Page	\$2,387	\$2,271	\$2,156	\$2,045	\$1,187	\$1,129	\$1,071	\$1,008
1/2 Page	\$1,814	\$1,731	\$1,649	\$1,566	\$1,059	\$1,008	\$954	\$908
1/3 Page	\$1,274	\$1,208	\$1,147	\$1,092	\$770	\$735	\$695	\$660
1/6 Page	\$695	\$662	\$629	\$595	\$445	\$422	\$399	\$382

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

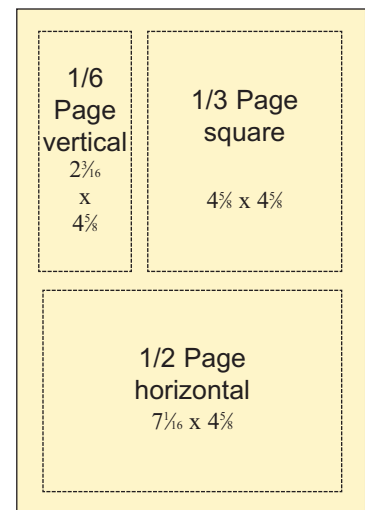
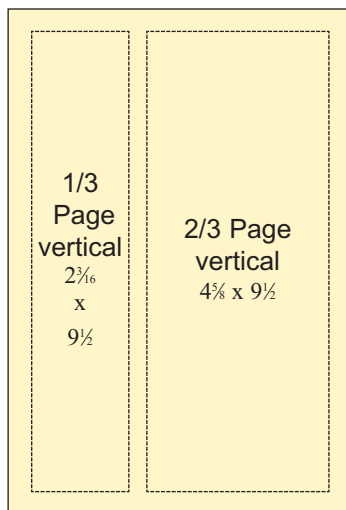
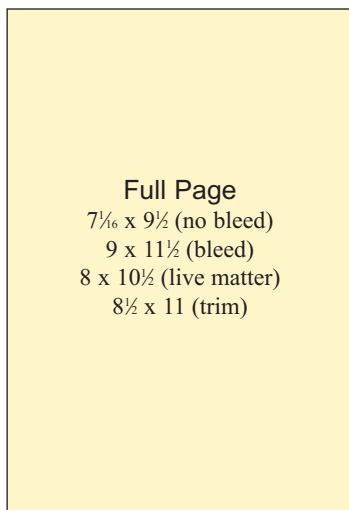
#### AD SIZES (INCHES)

	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	4⅝ x 9½	-	-
1/2 Page Horizontal	7⅙ x 4⅝	-	-
1/3 Page Square	4⅝ x 4⅝	-	-
1/3 Page Vertical	2⅜ x 9½	-	-
1/6 Page Vertical	2⅜ x 4⅝	-	-

#### DUE DATES

	Space Reservation	Ad Due	Approx. Mail Date
Winter	10/16/17	11/1/17	1/12/18
Spring	1/15/18	2/1/18	3/20/18
Summer	4/16/18	5/1/18	6/20/18
Autumn	7/16/18	8/1/18	9/20/18

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



Contact:

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