Read. Expressions Magazine

• Over 25,000 readers, mailed monthly to member households, making it among the highest paid circulation magazines in the area.
• A program guide used all month.
• With a limited number of pages per issue and a low ad-to-edit ratio, your message will be seen.

Magazine **Rates**

Rates	Open		2x - 5x		6x - 11x		12x	
Ad Size	Gross	Net	Gross	Net	Gross	Net	Gross	Net
Full page	$1,499	$1,274.15	$1,299	$1,104.15	$1,199	$1,019.15	$949	$806.65
2/3 page	$1,199	$1,019.15	$1,099	$934.15	$949	$806.65	$799	$679.15
1/2 page	$949	$806.65	$899	$764.15	$799	$679.15	$599	$509.15
1/3 page	$749	$636.65	$699	$594.15	$599	$509.15	$599	$509.15
Cover 2 & Page 1							$1,049	$891.65
Back Cover							$1,299	$1,104.15

Fixed position ads guaranteed with 12x insertion schedule only.
All preproduced ads earn the net rate.
All ads requiring any production work by WGCU will be charged the gross rate.
Rates effective July 2014

Bonus packages available with multi-media buys that include radio, television and/or web.

Magazine Production **Specs**

	W	H
Full page ad		
Trim/Page Size	8.5	11
Full Bleed	8.75	11.25
Live Area	7.5	10
1/2 page vert	4.9166	7
1/2 page horizon	7.5	4.75
1/3 page vert	2.3333	10
1/3 page square	4.9166	4.75

Magazine Specs: 8.5" x 11" saddle-stitched

Mechanical Specs:
• PDF (preferred) TIFF or EPS (acceptable)
• CMYK and Grayscale
• 300 to 400 dpi
• Photoshop and InDesign (collected with fonts)

Submission of Ad Material:
• CD, DVD or email
• Collected files need printed hard copy of ad, printed report of disk contents and all fonts used

(RGB and Indexed Color images not supported) Use Type 1 Postscript fonts only (preferably Adobe), No IBM fonts, True Type fonts are not supported and a similar font may be substituted. Do not compress photos using LZW or JPEG in Photoshop. All other programs, please export to placeable EPS or TIFF file (must be CMYK).

Due to printing and ink variances, the publisher does not guarantee exact color match to color keys or matchprints.

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Dwight Esmon 239.590.2313 • **Mark Beland** 239.590.2327 • **Sean Smiley** 239.590.2338