

- ad rates -

block & spread ads per issue rate*

savings/issue	1x	3x	6x	12x
5%				
7%				
9%				
placement:				
block & spread				
elite (spread)	600	570	540	510
premium (block)	400	380	360	340

banner, blog, & 1/2 block ads per month rate

savings/month	1x	3x	6x	12x
5%				
10%				
15%				
placement:				
banner				
elite	1250	1188	1125	1062
premium	800	760	720	680
standard	550	522	495	467
budget	300	285	270	255
1/2 block				
elite	750	712	675	637
premium	550	522	495	467
standard	250	237	225	212
blog				
elite	450	427	405	382
premium	150	142	135	127

*Subject to availability, ad rates may change.

placement

banner

elite: current issue

premium: home, blog

standard: archives, events, directory

budget: contact, about, subscribe

1/2 block

elite: home

premium: events, directory

standard: contact, about, subscribe

blog

elite: above fold

premium: below fold

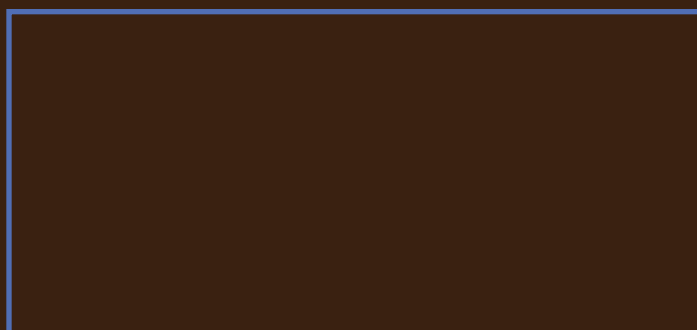
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- ad specs -



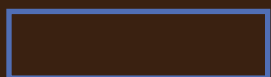
spread (per issue)
880 x 412 pixels



block (per issue)
410 x 395 pixels



half block (per month)
330 x 220 pixels



banner (per month)
330 x 90 pixels



blog (per month)
120 x 240 pixels

2009 editorial calendar

February | March
Naked

April | May
The Nest

June | July
Urban Getaways

August | September
Indie Endeavors

October | November
The Dark Side

December | January
Spirits

important dates

months	space close	material close
dec jan	oct 15	nov 1
feb mar	dec 15	jan 1
apr may	feb 15	mar 1
jun jul	apr 15	may 1
aug sep	jun 15	jul 1
oct nov	aug 15	sep 1